NOVEMBER 1947

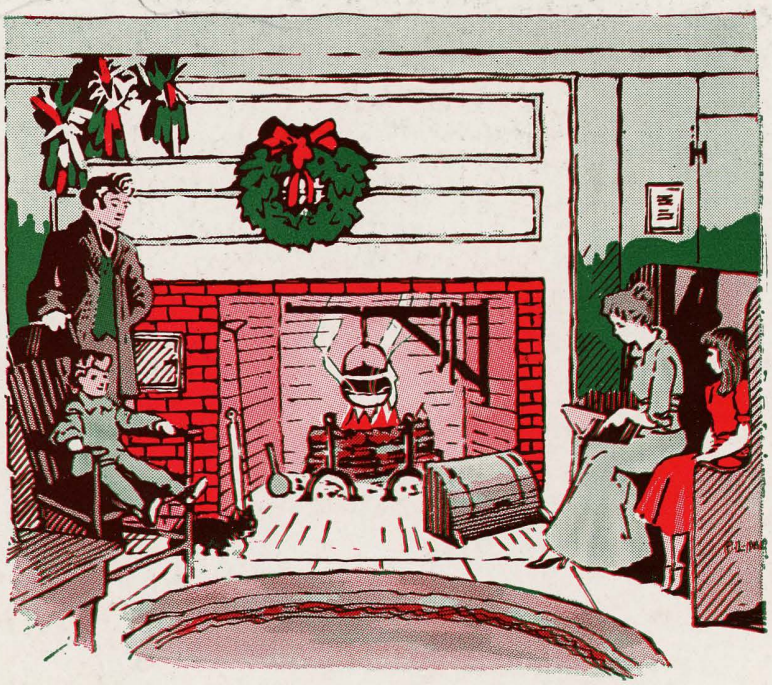


Monumental NEWS-REVIEW

Combining
MONUMENTAL NEWS
GRANITE MARBLE & BRONZE
THE MONUMENT AND CEMETERY REVIEW

"This is the month, and this the happy morn
Wherein the Son of Heaven's Eternal King,
Of wedded maid and virgin mother born,
Our great redemption from above did bring..."

—John Milton



Welcome as the warmth and peace of a friendly hearth on a winter evening, the year–end Holidays bring an opportunity to put aside daily cares – to enjoy with friends, old and new, the season's pleasant spirit of good cheer and good fellowship. Sincere appreciation of pleasant relations, to which your friendliness contributes, comes to you with

Greetings of the Season.

May the New Year bring you Good Luck, Good Fortune and Good Health.

WETMORE & MORSE QUARRY

DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT


O Come All Ye Faithful
Old Latin Hymn
Fideles
J. K. PIRIE ESTATE . . . BARRE, VT.

MILLSTONE GRANITE

is back from WAR

Situated in perhaps the most concentrated War Industry district in the Country, our labor losses were nearly 100%. Now, at last, we have cleaned up most of our backlog and are ready to serve you again.

DARK BLUE & DARK PINK

are now available

Also

BUILDING GRANITE BLOCKS or DIMENSION STOCK

THE
MILLSTONE GRANITE QUARRY
INCORPORATED
Millstone, Connecticut

James E. Ranta, Manager

HOLIDAY GREETINGS

to our Friends
throughout the Country
with Thankfulness for
the Opportunity of Service
and the Pledge to furnish
"The Finest in Turned Work"
which has been
Our Policy since 1897.

GREARSON & LANE CO., INC.
Barre Vermont

LETTERS TO THE EDITOR

These columns a monthly Monumental News-Review feature, are dedicated to the principle of the open forum and to the belief that a frank discussion of the industry's problems is beneficial. While opinions expressed in these letters do not necessarily agree with our own, we do reserve the right to censorship on material of a libelous or obviously personal nature. Letters are solicited from all branches of the trade and unless otherwise requested the writer's name will be published.



". . . OF GREAT VALUE . . ."

Monumental News-Review:

We appreciate very much your mention of our organization in the August issue. Your magazine is of great value to us. I look forward to each new issue. Being young in age and in the business I realize that much wisdom can be gained by reading what the successful monument men have to say.

I have been associated with Mr. Hamilton Holt of Macon, Ga. for the past five years. He, I believe, is one of the nation's outstanding men, in the monument business and otherwise. I consider the many lessons learned from him priceless.

I am enclosing a photograph of our office which has just been completed. We have ordered display memorials and intend to have a sales attracting display yard. I feel that if the monument business is to conquer the threats of cremation, no-monument cemeteries, and living memorials we must have a general housecleaning. If we feel that our profession is noble, then our establishments should reflect this feeling. The public in general judges us by our outward appearance. If we want to be judged as a progressive profession then we should have a comparable appearance.

I am glad to see that so many of us are aware of the need for national organization and look forward to joining and supporting these organizations.

J. P. MYDDELTON,
Barkton Memorials, Jacksonville, Fla.

. . . NUMBER PLEASE!

Monumental News-Review:

For several years it has often been necessary for many retailers to phone quarriers, wholesalers, and manufacturers. This practice is still evident by the numerous phone calls made today. I have never-EVER-noticed a phone number on any letterhead and wondered if you couldn't insert a little article in your *News-Review* to this important item. I'm sure that many will concede that they have just overlooked an important thing which often expedites and clarifies many orders.

ROLAND J. KUHN
Kuhn's Monuments,
Pine Hill, Buffalo 11, N. Y.

Published monthly by Monumental News-Review, Inc., 477 Elmwood Avenue Buffalo 9, New York. Entered as second class matter, February 26, 1940, at the post office at Buffalo, New York, under the Act of March 3, 1879.



Al Comi Photo

May the Bright Happiness

of Christmas Time

Cast its Joyful Shadow

into the New Year.

CAPITOL GRANITE CO., INC.

MONTPELIER, VERMONT

Still doing business at the same old stand! Barre Guild national advertising campaign is still telling more than 23,000,000 people in 21 leading magazines that the Barre Guild Seal is the trademark to trust in the monument business – that the dealer who displays the Barre Guild Seal is the dealer to trust in the monument business. Write to the Barre Guild, Barre, Vermont, for tie-up information.



"... IT IS I;

BE NOT AFRAID"

JOHN 6:20

They will not be home for Christmas;

They will be at home with Him.

ANDERSON FRIBERG CO., INC.

QUALITY

BARRE GRANITE MEMORIALS

BARRE, VERMONT



"'Twas the Night Before Christmas . . ."

This immortal poem, written nearly a hundred years ago by Clement C. Moore, is a classic description of the yuletide legend. Every year at this time it is read and re-read by both the young and the old; never failing to arouse the familiar, heart-warming spirit of Christmas.

To all our friends . . .

A Merry Christmas and A Happy New Year

LAWSON GRANITE COMPANY, INC.

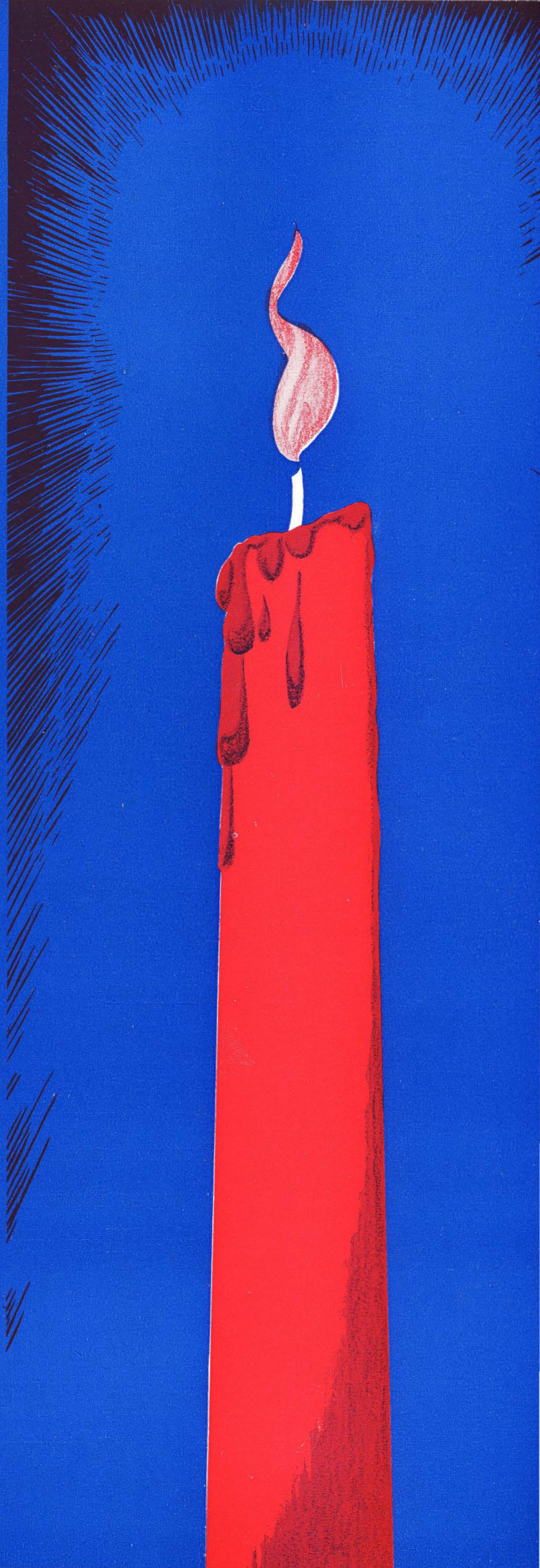
BARRE, VERMONT

Wishing You A

VERY MERRY CHRISTMAS

and

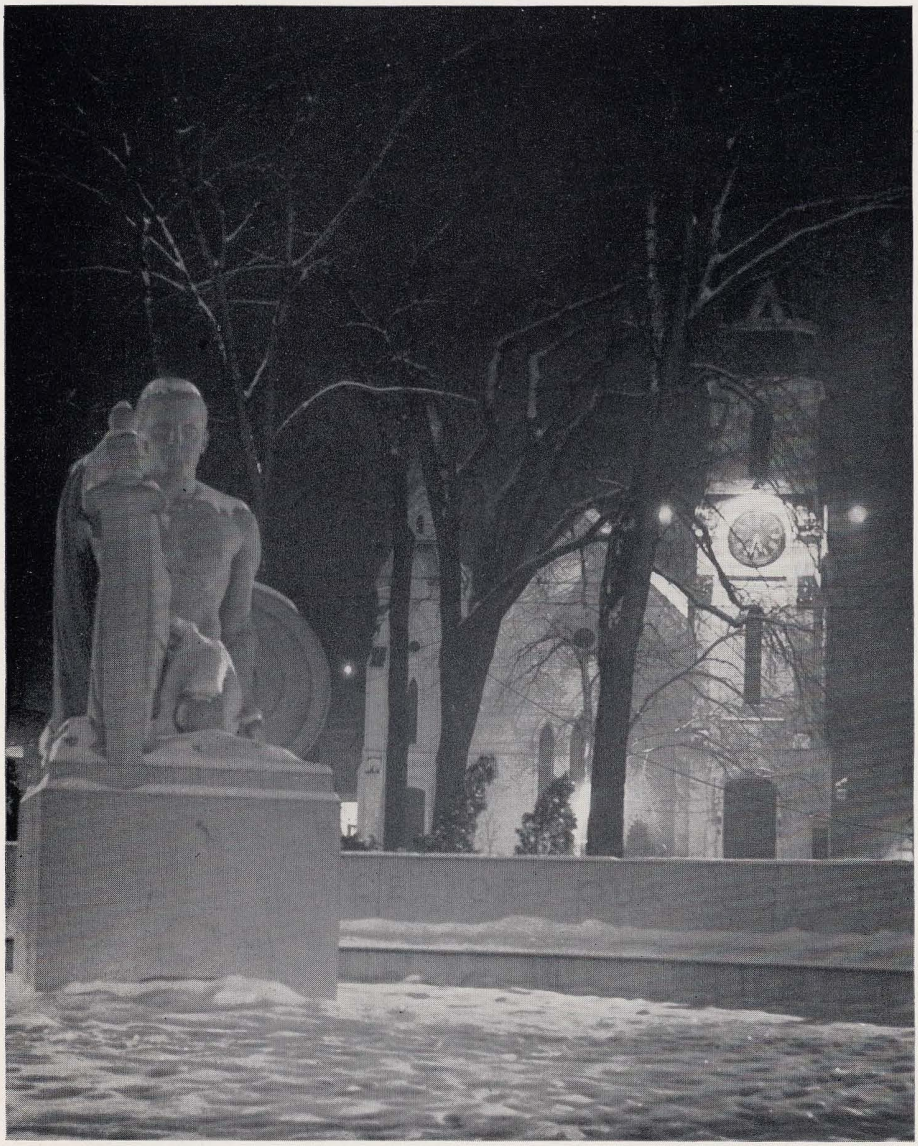
A HAPPY NEW YEAR



Chioldi Granite Co.

Barre, Vermont

Christmas 1947



Barre City Square

The white mantle of Christmas settles
gently over Barre and, as another year
approaches, we send our best wishes
of the Holiday Season to our many friends.

Waldron Shield Co., Inc.

Barre, Vermont



TO

OUR

MANY

FRIENDS

THROUGHOUT

THE INDUSTRY

JOE • BOB • MEL

LEE • CHARLES • CAL

FRED • JAMES • JOHN

WALTER • ARMANDO • IRMA

PHILIP • IRWIN • ARTHUR

EUGENE • BILL • HORACE • ED

TERZILIO • PAUL • MUM • TONY

FRANK • CARMINE • PETER • ELROY

SAL • FELIX • RUTH • RACHEL • MAURICE

LEANDER • HOMER • FRANZ • HARRY • NICK

GEORGE • VINCENT • MIKE • HAROLD • DOLPHUS • AL

MAC • LEO • GIULIO • ARNOLD • REG • CARL • CASSIE

VIOLA • MATT • DAN • THEO • RAY • PAUL • LENA • WALTER

LOUIS • SIMON • BEATRICE • AUGUST • BUDDY • RU • GENE • JACK

DINO • RED • ALTHA • TERESA • LYMAN • GUS • DAVID • FEDORA • RUDOLPH

CARLO • RALPH • ARTIE • HENRY • SILAS • MERK • MARGARET • ALEX • ROSE

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PAUL • ANTON • ANN MARIE • ERNEST • HERB • CARL • DALY • CAESAR • HANK

WE, AT BUTTURAS' TAKE THIS OPPORTUNITY TO WISH YOU

A

VERY MERRY CHRISTMAS

AND A

HAPPY NEW YEAR

BUTTURA & SONS

"Better Built Memorials"

BARRE, VERMONT





Wishing all



Our Friends



a very

Merry Christmas



and



Happiness

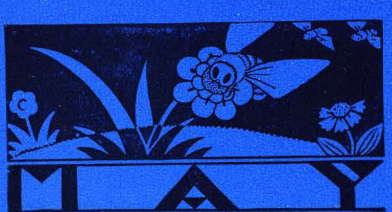


Throughout



the Coming Year

1948







GIUDICI BROTHERS

& CO.

Barre, Vermont





EFFECTIVE INCISED LINE CARVING

The Editor:

Here is a kodak picture recently sent to me by my good and able friend Lamont Calder, the Montclair (N. J.) memorialist. The following memorandum was attached to the print:

"I know that you have no use for 'cheap' line-cut figure work, but after all some people with a single grave want a lot for $200.00. But, please, frankly give me your candid opinion of Fichot."

I have not seen Lamont for a long time. The length of time must be longer than I think, for obviously Lamont has confused me with some one else so far as incised line carving is concerned. As in modern glass decoration, done by world-famed artists, so in contemporary granite carving the use of beautifully detailed incised-line carving is one of the most striking, effective and welcome elements of effect in design. But, as in all other branches of the arts, the results depend largely if not wholly upon the draftsmanship of the artist. The very fact that "engraved" carving is so simple in detail is the very reason why it is so difficult to do well. No, indeed, Lamont, let us have more of this technique so long as it is done by craftsmen like yourself.

ERNEST S. LELAND
New York, N. Y.

"... FROM THE INNER SANCTUM"

Monumental News-Review:

As a usual thing I only look at the pictures in Monumental News-Review, the articles are usually so depressing that one is lead to believe the industry will be buried day after tomorrow at 2 P. M. funeral private, and PLEASE OMIT FLOWERS.

This month (October 1947) I read it from cover to cover as all items are worth reading, even the ads are unusually well put up. Just wanted you to know that this is my idea of a good trade journal. You can feel good as I typed this personally from the inner sanctum at home did not even wait to dictate it on Wednesday.

ALBERT M. RAISCH
Brown & Raisch
Detroit, Michigan

FOR A SATISFYING SERVICE
and
EXPERT CRAFTSMANSHIP

Wishing Our Many Friends
A Merry Christmas
and
A Joyous New Year

DEALER COOPERATION . . .

Satisfying clients is our first consideration today, just as it was thirty years ago . . . and we take particular pride in the number of discriminating firms who remain consistent patrons year after year.

ZAMPIERI
&
BUTTURA
BARRE . . . VERMONT

Polish Granite *Faster* with CRYSTOLON Abrasive!

NORTON ABRASIVES

IN many granite sheds CRYSTOLON abrasive is proving outstanding for surfacing and polishing—for completely closing the surface of the stone in preparation for the buffing operation.

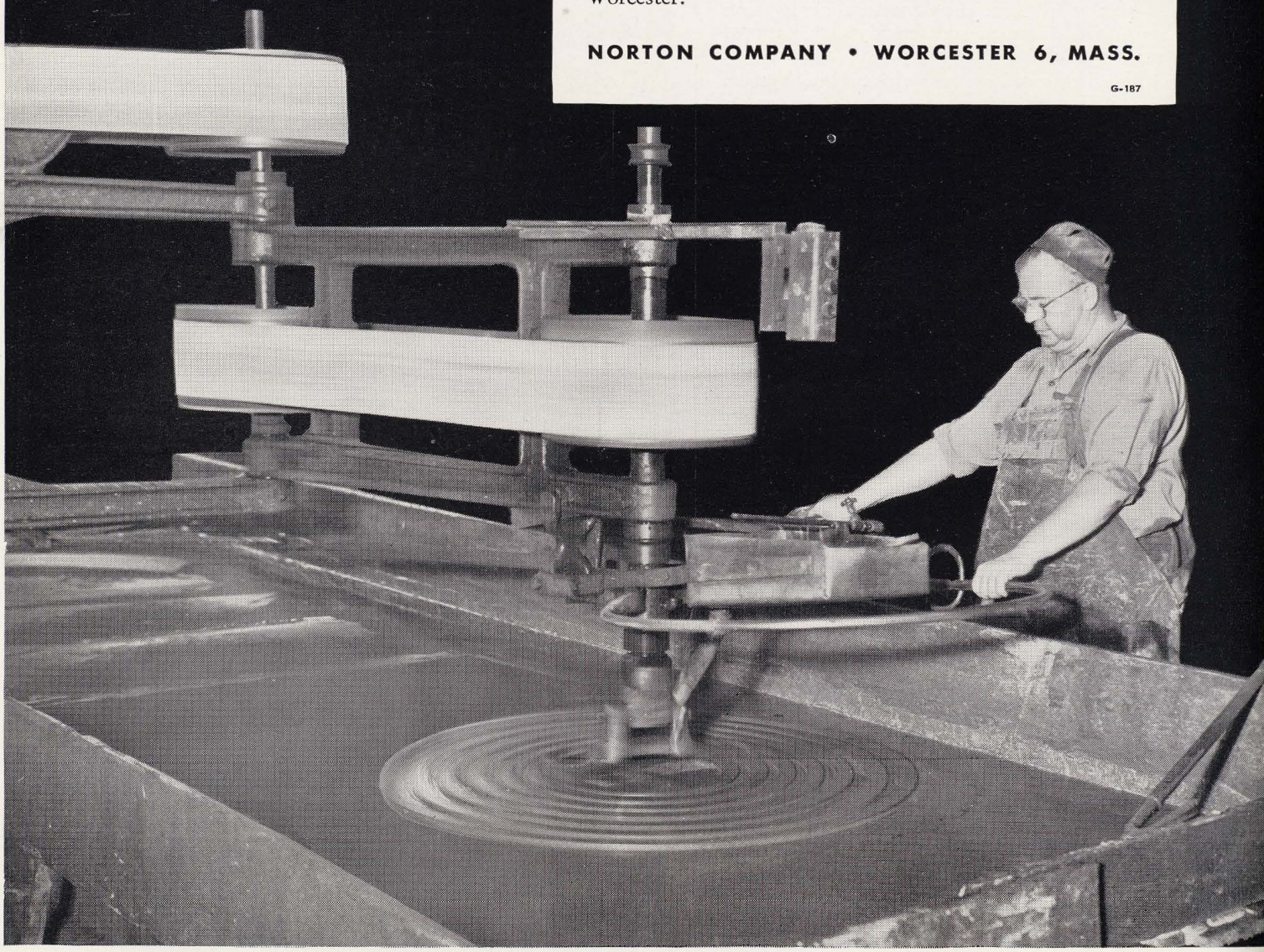
CRYSTOLON abrasive produces the desired surface, because it is strong, sharp, and uniform in size. There are no over-size grains to cause deep scratches, and few fine grains to "loaf." Every grain works!

The advantages of using CRYSTOLON abrasive for your polishing operations are many: saw marks are quickly removed; there is no hardening-up or rusting of the material during the initial "ironing out" step; it is easier to use, and there is less discomfort for the operator.

Complete details, including specifications to meet each of your polishing problems, are available upon request. Contact your Norton abrasive engineer, or write direct to Worcester.

NORTON COMPANY • WORCESTER 6, MASS.

G-187



Comolli Granite Company

WHOLESALE QUARRIERS
AND MANUFACTURERS

Elberton, Georgia

"BEST WISHES
for a
MERRY CHRISTMAS
and a
HAPPY AND PROSPEROUS NEW YEAR"

"Glory to God in the highest, and on earth peace, good will toward men."
—St. Luke 2:14

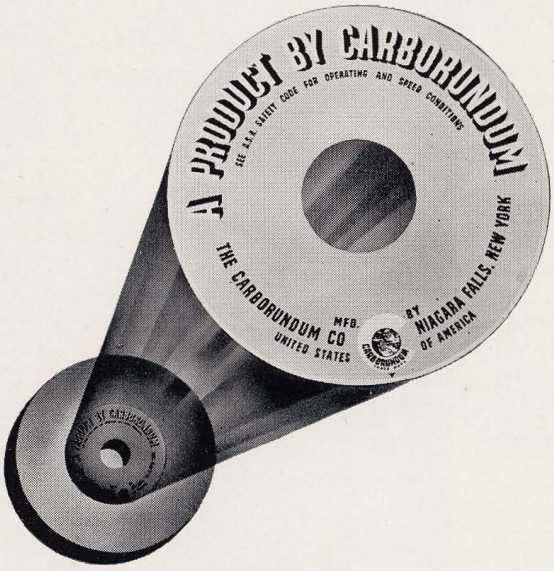


"Comolli Dark Royal Blue"—**Unequaled in Beauty and Durability**

A BUYING GUIDE FOR ABRASIVES

POINT No. 5

REPUTATION



As many purchasing agents realize, known names carry plenty of weight in winning acceptance and approval of the men who use the products they buy. In abrasives, no name is more favorably known than that of The Carborundum Company. Instantly recognized and widely respected, it has signified peak quality for years.

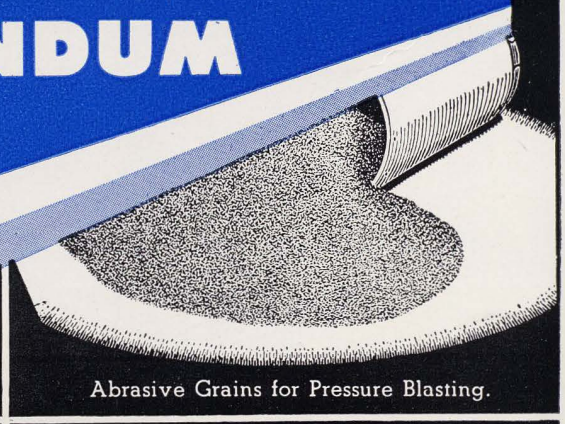
Management knows well the standing of The Carborundum Company in industry. Men who have worked with these abrasive tools are familiar with their superior performance. When abrasives by CARBORUNDUM are specified and ordered, there is no need to defend, explain or justify your selection. They are the choice of those whose preference has been confirmed by experience. The Carborundum Company, Niagara Falls, N. Y.

A Good Rule for Good Grinding...CALL IN

CARBORUNDUM

TRADE MARK

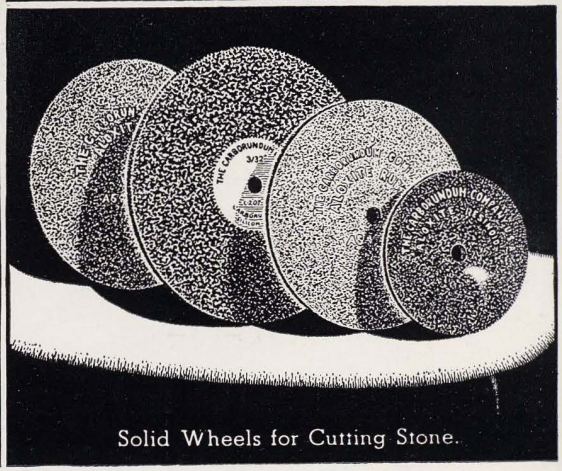
- BONDED ABRASIVES
- COATED ABRASIVES
- ABRASIVE GRAINS AND FINISHING COMPOUNDS



Abrasive Grains for Pressure Blasting.

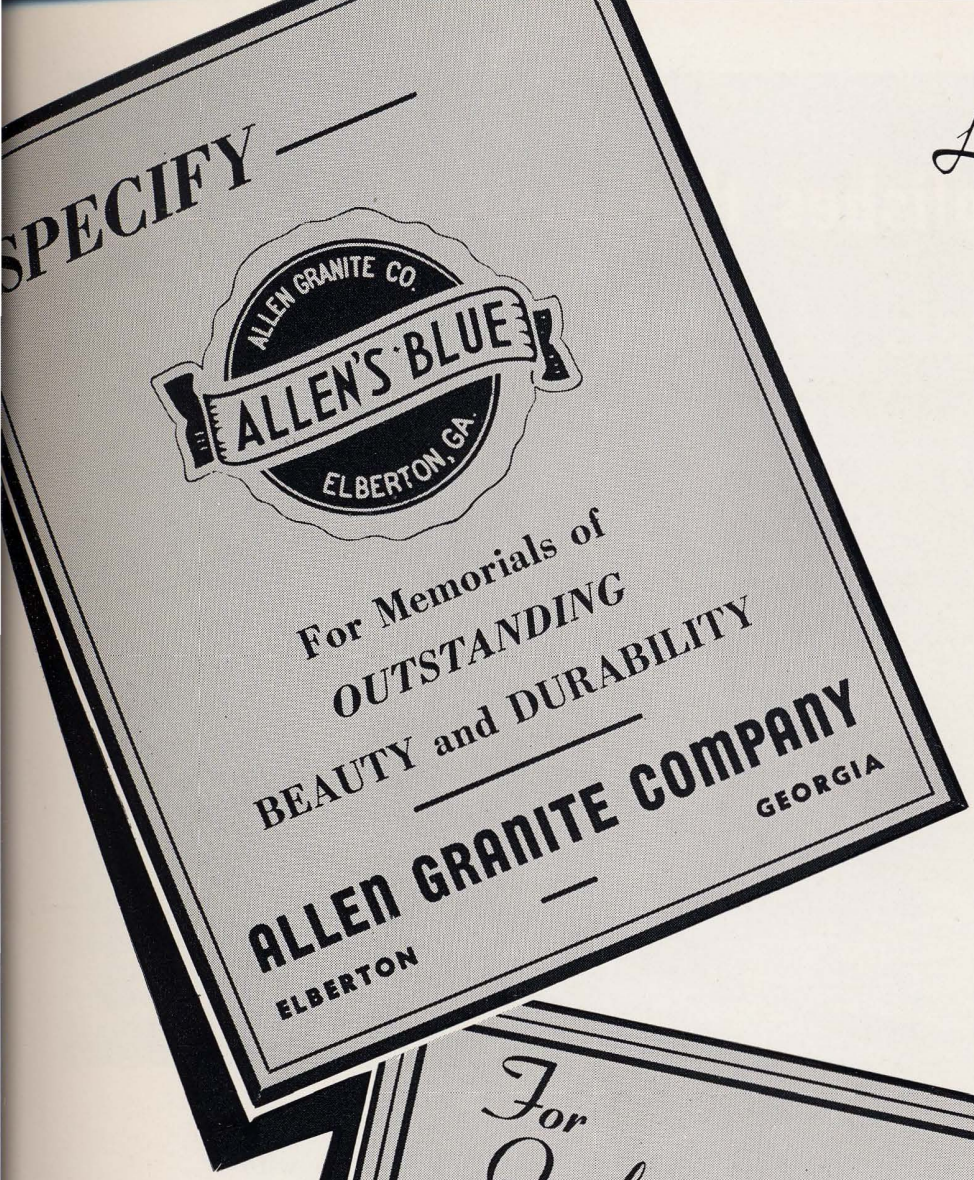


Grinding Wheels of known performance.



Solid Wheels for Cutting Stone.

"Carborundum" is a registered trademark which indicates manufacture by The Carborundum Company.







Let Our QUALITY

Insure your

SALES
SUCCESS

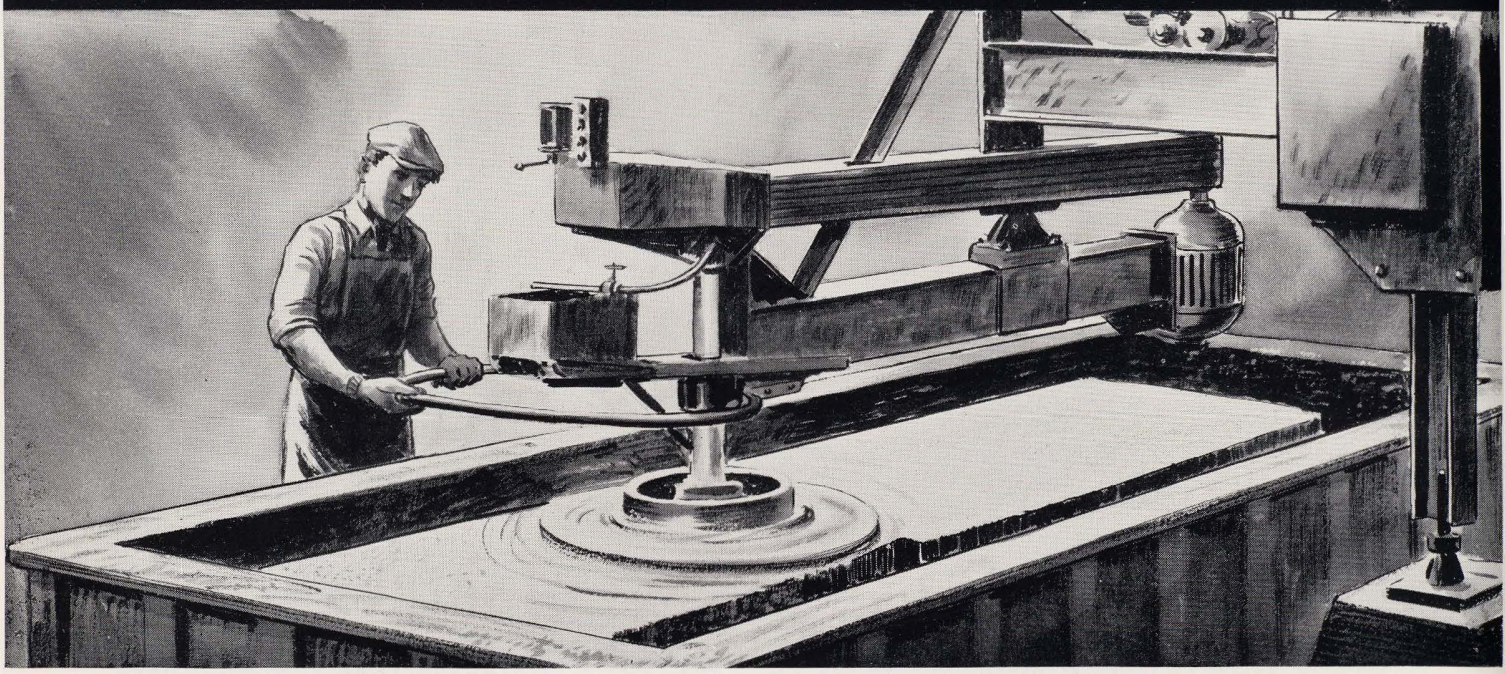
Merry Christmas
and a
Joyful New Year

from

ALLEN GRANITE COMPANY
NATIONAL GRANITE COMPANY
LINCOLN GRANITE COMPANY
ELBERTON, GEORGIA

CARBOLON polishes the Hard Quartz Crystals of Granite





• Carbolon GP meets the challenge of granite polishing because each individual grain, approaching the diamond in hardness, is sharper and harder than the crystals of quartz that characterize enduring granite.

These silicon carbide polishing grains are specially processed and shaped to withstand the extreme pressure of the scroll wheel. They effect worthwhile economies, saving polishing time and abrasive materials, since less is required to surface a given area.

Available in all standard grades.

Fastblast, the efficient pressure blasting abrasive, is a special EXOLON aluminum oxide product.

Distributed by:

GRANITE CITY TOOL CO.

Barre, Vt. St. Cloud, Minn. Elberton, Ga.

In Canada

RITCHEY SUPPLY COMPANY

154 Pearl Street, Toronto

THE EXOLON COMPANY

944 EAST NIAGARA STREET • TONAWANDA, NEW YORK

MANUFACTURERS OF SILICON CARBIDE AND ALUMINUM OXIDE ABRASIVES



from

COMOLLI & COMPANY, INC.

BARRE, VERMONT



QUINCY GRANITE

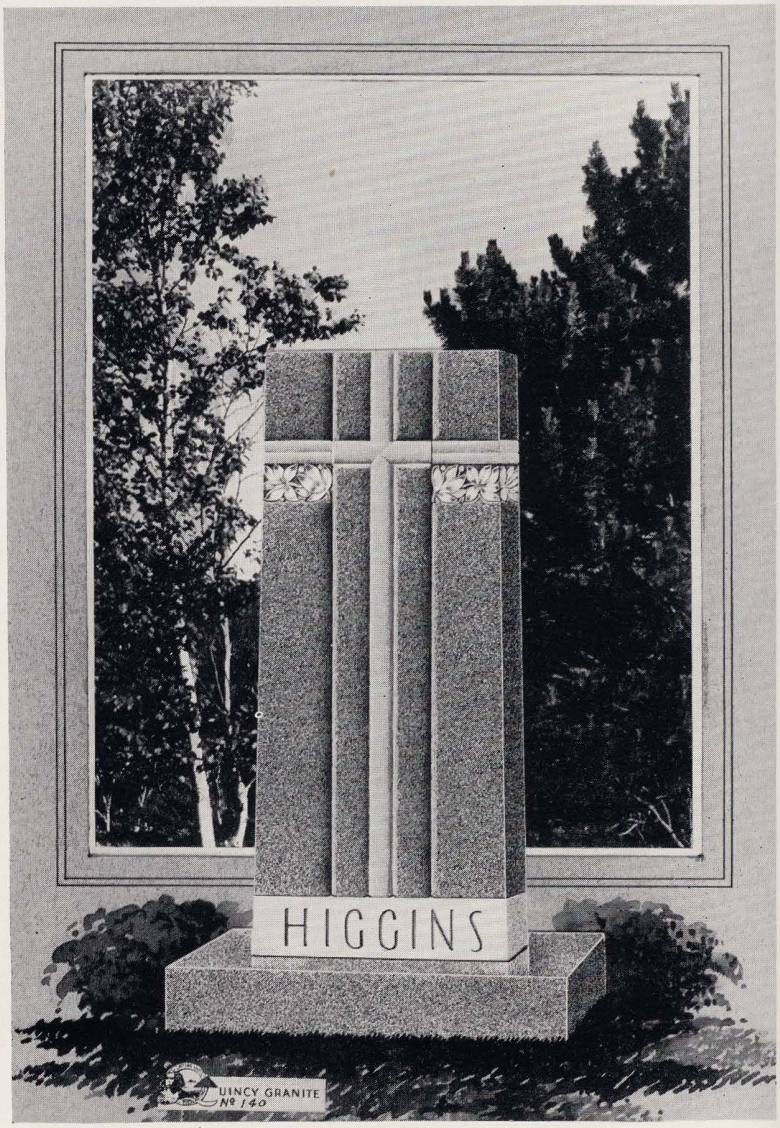
"It's a Natural"

Specify Quincy granite when selecting material for your better memorials.

The material, which under the most severe climatic changes does not lose its rich, conservative color.

The material which takes a mirror-like polish which greatly enhances its beauty and assures every dealer of a memorial that will stand the test of time.

Quarry selection and fabrication inspection now assure every dealer a quality memorial meeting the highest standard.



Especially designed for Peerless Quincy Granite.

MODERN ARTISTIC DESIGN NO. 140

"NOTHING ENRICHES LIKE POLISH"

Specify Quincy Granite, endowed by nature for quality Polished Memorials

Produced by . . . J. S. SWINGLE, INCORPORATED . . . *Quarried*

QUINCY 69, MASSACHUSETTS

WILLARD GRANITE & POLISHING CO., INC.
GRAY ROCK GRANITE WORKS, INC.
H. C. SMALLEY GRANITE CO., INC.
ADRIAN OF QUINCY, *Supplies Only*
PEERLESS GRANITE COMPANY
L.VOLPE & SONS, INC.
NATIONAL GRANITE & POLISHING CO.
PREMIER GRANITE & POLISHING CO.
ANTONIO RUSCITTO & SONS, INC.
E. SETTIMELLI & SONS, INC.
GOLBRANSON & CO., INC.
DAHLBY & HENDRICKSON

To our many friends and customers
we wish to extend

the SEASON'S GREETINGS

We are pleased to announce that, due to an increase in personnel and improved production methods, we are now in a position to give you prompt shipments of our

EXTRA FINE BLUE-WHITE WESTERLY GRANITE

known as

SULLIVAN WESTERLY GRANITE

Rough, sawed, steeled, or polished stock,
quarried to your dimensions
without extra charge.

Only one grade of Sullivan Westerly Granite is sold — "The Best"

SULLIVAN GRANITE COMPANY

Westerly, R. I.

Frank A. Sullivan, *Pres.* John F. Sullivan, *Supt.*

ESTABLISHED PNEUMATIC DALLETT EQUIPMENT ACCESSORIES IN 1883

Serving the Allied Stone Trades for Sixty-three years—

THE DALLETT Trademark designates the inherent manufacturing integrity that is built into every hand crafted tool and accessory made by Dallett.

In 1883 when Thomas H. Dallett established his first modest factory in Philadelphia, he determined to make but one quality of tools—*only the very finest*.—There has never been any deviation from that determination.

This wide experience has resulted in the recognition of "Dallett" as the finest line of precision Pneumatic Stone Working Tools in the world.

This reputation which Dallett enjoys today for distinguished quality, is a cumulative reputation that has been earned the hard way through the consistent and non deviating adherence to its founder's high requirements.

For more than sixty-three years Dallett has been building *good tools*. Building them sturdy and strong, always working toward a greater simplicity in design and operation.

DISTRIBUTORS

A Dallett Distributorship may be available in your territory now. Write us at once for complete details. Address Department M.

Send for Bulletin No. 550

Dallett's long-life, precision built stone-working tools are made exclusively for the stone trade and will meet every specification. Illustrated bulletin covering the entire line of pneumatic carving tools, drills, surfacing tools, "Dalbo" Couplings and Fittings will be ready for distribution in a few days. Write for your copy today.

Manufacturers of Pneumatic Stone Working Tools, Carving Tools, Plug Drills, Surfacing Tools, "Dalbo" Couplings and Fittings

TOOL MAKERS PNEUMATIC DALLETT EQUIPMENT ACCESSORIES SINCE 1883

THE DALLETT COMPANY

MASCHER AT LIPPINCOTT STREET, PHILADELPHIA 33, PA.

Manufacturers of Pneumatic Tools and Accessories

DISTRIBUTORS in principal cities throughout the United States, Canada, Europe and South America.

IN MEMORY OF

GOVERNOR GALUSHA OF VERMONT

AND HIS WIVES



IN the cemetery at Shaftsbury, Vermont, stands a fine collection of old Colonial monuments that were erected in honor of Governor Jonas Galusha and his four wives. Pictured as they appear today, these monuments are an outstanding example of the durability of marble and the craftsmanship of the period, and the epitaphs well express the personality of those memorialized.

Governor Galusha was born February 11, 1753, in Norwich, Connecticut, and moved to Shaftsbury in 1775. He was a Revolutionary soldier, a farmer and innkeeper, and was for 9 years Governor of Vermont. He served during the period from 1808 to 1819, excepting 1813 and 1814 when Martin Chittenden, brother of his wife, Mary, was governor of the state. Some historians have described Governor Galusha as "a plain farmer without scholastic attainment, with commanding native ability and a democratic manner." This is borne out by the epitaph on his headstone:

'Tho elevated by his own merit, from
humble life,
Thro' every grade of office to the highest honours
of the state
He was humble and unpretending, kind
and courteous, to all
Neither disregarding the lowest nor envying
the most exalted.

His private, public, and Christian character were stainless. His moral and intellectual worth, his social virtues, his unaffected patriotism and distinguished public services are indelibly recorded on the hearts of his countrymen.

"Them which sleep in Jesus will God bring with Him."

★ ★ ★

Vermont marble for cemetery memorials is cut from deep quarries, carefully selected and inspected by expert graders, and finished by highly skilled craftsmen. It is the only monumental stone in this country that has been continuously produced and generally used for cemetery memorials for over 175 years. Its durability proven by nearly 2 centuries of use, and guaranteed by the producer, Vermont marble is constantly gaining favor with leading American cemeteries.

The Memory Stone

VERMONT MARBLE *MONUMENTS AND MAUSOLEUMS*

VERMONT MARBLE COMPANY—PROCTOR, VERMONT



Just as evergreen, candles and holly are all symbols of Christmas, let this greeting be a symbol of our appreciation of your good will and patronage.

A Merry Christmas and a Happy New Year to you.

E. L. Smith Quarry

Division of Rock of Ages Corporation

Barre, Vermont

Monumental NEWS-REVIEW

THE TRADE JOURNAL OF THE MONUMENTAL INDUSTRY

Established 1889

COMBINING MONUMENTAL NEWS • GRANITE MARBLE & BRONZE • THE MONUMENT AND CEMETERY REVIEW

VOLUME 59

NUMBER 11

November 1947

E. H. WHITAKER
Editor

B. S. WHITAKER
Associate Editor

H. C. WHITAKER, JR.
Associate Editor

A. R. JAMISON
Managing Editor

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(Editorial)

CHRISTMAS and the MEMORIAL IDEA

By Ernest Stevens Leland

Countless millions here and abroad have read the immortal answer to the question: "Is there a Santa Claus"? The greatest of all editorials on the Christmas Spirit should be read by every memorialist.

Now and then throughout the centuries the soul of man has given voice to words which reveal the essence of pure sentiment. Poets, prophets, philosophers and scientists have opened the gates of the soul and given words to sentiments which beat in time with the heart and send song ringing down through the ages for the good of mankind. These revelations of sentiment—of the soul and spirit—are among the most treasured of all blessings that civilization has bestowed upon us. They give voice to the loftiest concepts of man; they likewise reveal the simple philosophy and folk-lore of the humble peasant.

Here in America we have made our contribution to the spiritual and sociological mission of sentiment in both literature and the fine arts. Notable among these contributions is an immortal editorial reply to the question: "Is There a Santa Claus?" Like the sublime letter which Abraham Lincoln wrote to Mrs. Bixby, who lost five sons in the Civil War, the New York *Sun* editorial "letter" on Santa Claus is today a classic masterpiece in the art of letter writing. It is a letter-editorial written in words that spring from the soul and therefore never die. It is a crowning achievement in the expression of the Christmas sentiment; an epic in the literature of the Yuletide.

It was in September of 1897 that editor Edward P. Mitchell of the world-famed New York *Sun* received a note written by a little girl eight years of age. Here is the letter that he found in the mass of mail on his desk:

> "*Dear Editor*—I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says 'if you see it in the *Sun* it's so. Please tell me the truth, is there a Santa Claus'?
>
> VIRGINIA O'HANLON,
> 115 West Ninety-fifth Street."

Editor Mitchell, pre-occupied with the nerve-wracking details of editing a world renowned newspaper, was doubtless tempted to ignore and destroy the letter. But an impulse seized him. He summoned Francis P. Church, one of his associate editorial writers. He gave Mr. Church the assignment of writing an editorial answer to the question Virginia asked in her letter. The assignment did not appeal to Church who was a brilliant expert on public affairs. The idea of writing an editorial on Santa Claus would have been the last of all things to enter his mind. But he resigned himself to the task and, in the din of the *Sun* editorial rooms, he wrote the immortal American classic on the spirit of Christmas. His editorial, quoted today in nearly all languages, appeared in the New York *Sun* September 21, 1897. We quote the editorial by permission of the New York *Sun*:

"IS THERE A SANTA CLAUS?

"Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole truth and knowledge.

"Yes, Virginia, there is a SANTA CLAUS. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no SANTA CLAUS! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We would have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in SANTA CLAUS! You might as well not believe in fairies! You might get your papa to hire men to watch all the chimneys on Christmas eve to catch SANTA CLAUS, but even if they did not see SANTA CLAUS coming down, what would that prove? Nobody sees SANTA CLAUS, but that is no sign that there is no SANTA CLAUS. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

"You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. It is all real? Ah, Virginia, in all this world there is nothing else real and abiding.

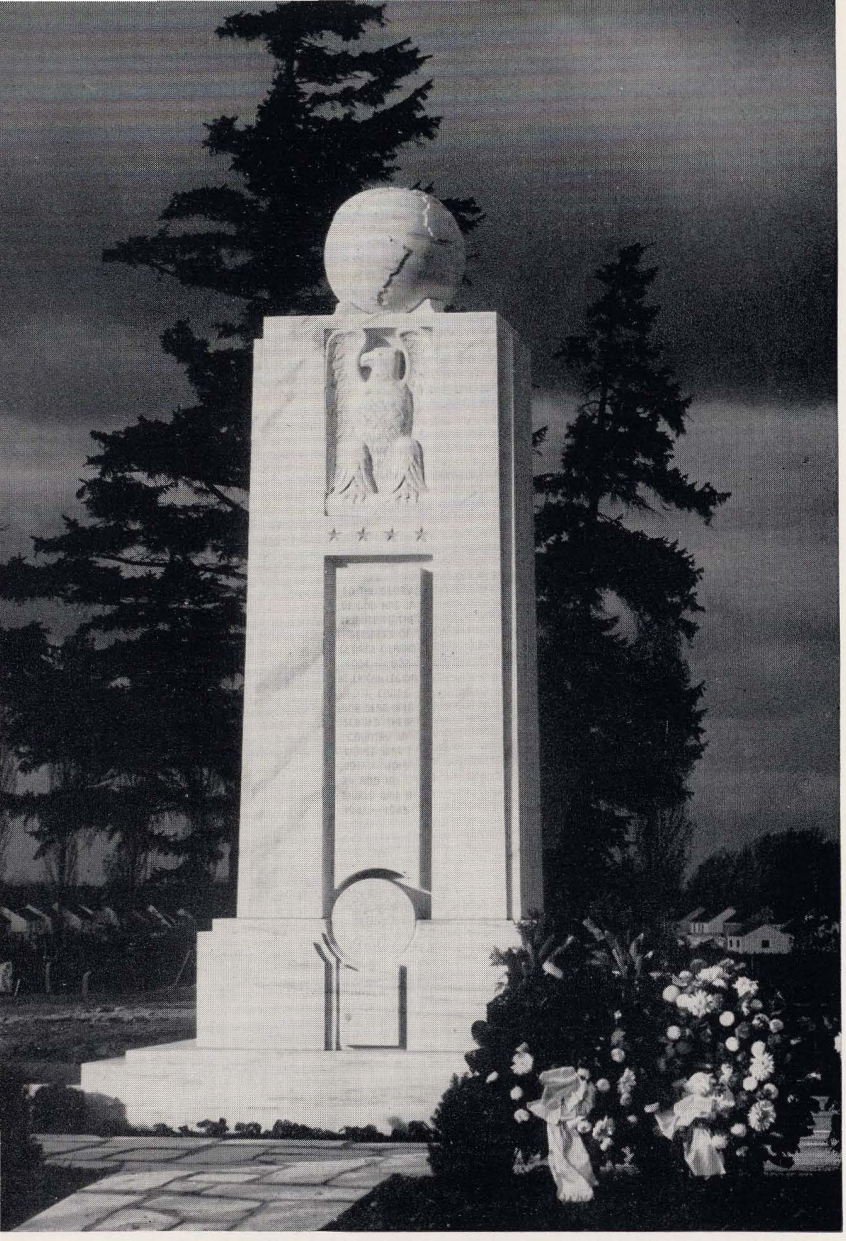
"No SANTA CLAUS! Thank God! he lives, and he lives forever. A thousand years from now, he will continue to make glad the heart of childhood."

Yes, sentiment and Faith constitute the structure of the Christmas spirit. The same is true of the memorial idea; of commemoration. Without sentiment there would be no Santa Claus; without sentiment there would be no monuments. And that is why the Christmas Days should be of high significance to those of us who depend upon sentiment for livelihood. We should read and re-read the sublime Santa Claus editorial in the New York *Sun*. We should read and re-read the sublime letter of sympathy that Abraham Lincoln wrote to Mrs. Bixby who lost five sons in the Civil War. Both letters epitomize the salient mission of sentiment in a civilization perilously poised on the crest of a mountain called Destiny. On one side of the mountain lies the dank pit of hopeless cynicism, materialism and misery; on the other side is the green valley of Hope where the sunlight of Faith, Charity, Love and Sentiment give life to the soul and spirit of man.

Blessings rest upon men like Francis P. Church for his immortal editorial addressed to little Virginia in which he justified the spirit of Christmas symbolized by St. Nicholas. Blessings upon those who, like Abraham Lincoln, have the sentiment and sensibilites with which to express the spirit of consolation. Blessings upon the memorialists who realize that their mission in life is not to sell stone, but to assuage the grief of those who sorrow.

Whatsoever may be our faith or creed, let us forever remember that Sentiment and the perpetuation of Sentiment, is the cardinal mission of the commemorative arts. Let us school ourselves to understand what the expression of Faith, Love, and Sentiment mean to those who come to us in the hour of sorrow. Let us ever remind ourselves that we have a spiritual and sociological mission in life which is infinitely removed from the mere selling of manufactured stone. Let us read and re-read the immortal letter to little Virginia; let us read and re-read the immortal letter Lincoln wrote to Mrs. Bixby. (In the February 1947 issue of Monumental News-Review.) And let us become imbued with the spirit behind these messages.





WAR MONUMENTS *and the* MEMORIAL IDEA...

Public Attitude Toward War Monuments is Directly Influencing Public Attitude Toward Cemeteries and Cemetery Memorials. Alert Dealers, like the Knoblochs of Buffalo, are Actively and Successfully Confronting the Situation.

The American Legion War Memorial in Williamsville, N. Y.

Designed by James G. Knobloch, of Philip Knobloch & Son, Buffalo, New York, the American Legion War Memorial at Williamsville, New York, is another example of what the alert memorialist can accomplish in defending American tradition in the commemoration of the war dead. The monument, described by the designer in the dedication program—quoted in the accompanying article—was done in Imperial Danby Vermont Marble and produced by the Vermont Marble Co. in their famed production center at Proctor, Vermont. The design is copyrighted by Philip Knobloch & Son.

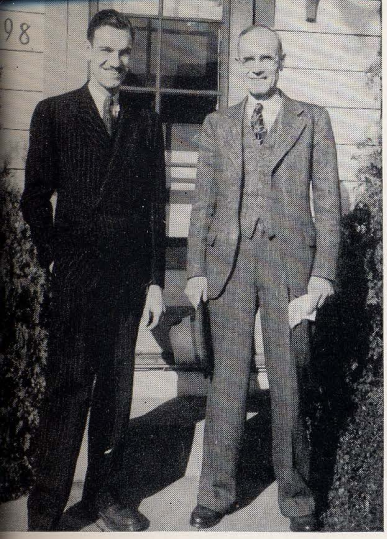
COMMEMORATION of the dead is among the oldest of all human customs, but like all other customs and traditions it is by no means immune to change and innovations, changes which have out-moded many other ancient customs. The no-monument cemetery and the utilitarian war memorial movement are current examples of what changing ideas, and ideals can do in imperiling or obviating traditions and practices which we inherited from the earliest civilizations.

Today we are on the border line in the destiny of what is perhaps the oldest of the arts and crafts. The Church, the State and the People are questioning timeless customs and rituals in the burial and commemoration of their dead. They are enticed by the modern idea of regimenting the dead in regimented graves designated by regimented markers. The public is enticed by the idea of utilizing war monuments funds, donated in memory of our War Dead, for public utilities which would otherwise be honestly financed by taxation. There is a spiritual and sociological menace in this ideology. There is a warning of danger ahead for us in the Nazi-Fascist philosophy of regimentation among the living and the dead.

Fortunately for society and the memorial idea, there are leaders in monumental art who recognize the larger mission of commemoration as a source of consolation to the bereaved and of inspiration to the public in general when, and if, memorials are designed to convey a message to the passerby. These memorialists do not merely "sell" monuments, they give professional counsel to the bereaved concerning commemoration: they do not "sell" war monuments, they assist the community in properly and permanently commemorating our war dead, a solemn and awesome obligation. So very much we need to understand and to practice this soul-born spirit of *commemoration*; to abandon the hard-boiled *merchandising* of monuments and to revitalize sentiment for the memorial idea by reviving the *spirit of sentiment in our own souls.*

Yes, fortunately for the memorial idea and the memorial industry, there are monument builders who for long years have based their appeal to the public on sentiment—the expression and perpetuation of sentiment—not on price or "branded merchandise." Their sales by ton-weight and dollar value may not rival those of their more aggressive and acquisitive competitors, but these memorialists gain in self-respect, pride of craftsmanship and spirit, a satisfaction which gold cannot buy. The Knoblochs of Buffalo belong to this group of memorialists who properly consider themselves professional men, not merely merchants in stonework.

Buffalo has long been a center of cemetery art in Amer



James G. Knobloch and his father Philip Knobloch, of Philip Knobloch & Son Memorials of Buffalo, New York. Mr. Philip Knobloch was with Crawford Memorials for more than 35 years serving as president of this well known company until the firm retired from the field in 1938. James entered the memorial field with the Crawford organization in 1936 and founded with his father the present firm in 1939. Both their past and present have earned for them the high professional standing they enjoy in their community.



THE HOME of PHILIP KNOBLOCH & SON, BUFFALO, N. Y.

An attractive place of business has long been a cardinal tenet in the Knobloch approach to the Public.

ica, just as it has long been a center of culture and the fine arts on this continent. Noted for the singular beauty of cemeteries in the city and environs, Buffalo has given memorial art many of the outstanding monuments in cemeteries throughout the nation. Among the several Buffalo firms who have served a nation-wide public is Philip Knobloch & Son, an organization which represents "over fifty years combined experience in designing, building and erecting outstanding memorials."

The Knoblochs, father and son, are alert to the correlation of the public and private memorial; the affinity that exists between the proper commemoration of the dead in public places and in private burial plots. It would be good for the public, and for the entire memorial industy, if more monumentalists recognized the crucial importance of the controversy that is current between the exponents of the utilitarian and the traditional war monument.

Recent articles, essays and editorials in *Monumental News-Review* have described and discussed the achievements of many memorialists who have successfully combatted the practical, materialistic and commerical attitude toward the reverent commemoration of the war dead. A notable example of this triumph of traditional commemoration over the utilitarian war memorial idea is illustrated on page 32. It is the American Legion Geo. F. Lamm Post war monument dedicated in Williamsville, New York—a suburb of Buffalo—on November 11th, 1947. The monument was designed by James G. Knobloch; and his achievement in successfully persuading the Geo. F. Lamm Post to erect a traditional type of war monument is highly significant because the national organization of the American Legion has unequivocally endorsed the principle of "useful war memorials." Mr. Knobloch, and the Lamm Post of the Legion, are worthy of high praise for the Williamsville War Monument. Nor is that all.

The American Legion War memorial in Williamsville is appropriately placed on a prominent site in the Williamsville Cemetery where Harry Long, a member of the Post, is superintendent of the grounds. The dedication program contains a footnote, prominently featured, which deserves the attention of cemetery officials and memorialists. It reads:

"WITH AN EYE TO THE FUTURE"

"Informal arrangements have been made with the Williamsville Cemetery Association to provide plots for the George F. Lamm Post members. The sale of these lots is now approved. Purchase may be made by the member and may include provision for his immediate family. The area set aside is immediately adjacent to the Lamm Post Memorial. For additional information interested members should contact Post members Casimir M. Culligan or Harry Long who is also superintendent of the cemetery.

"A scale map has been made of the available lots. This together with a proposed perspective view of the plot will be presented and explained at a future meeting of the Post."

The idea of assigning a section of the cemetery to the war veteran and his family may not be new, but more and more cemeteries throughout the nation should adopt the practice of thus giving honor and distinction to those who served their country. The idea of erecting war monuments in cemeteries is not new, but the idea merits more attention than it has received because the cemetery, unlike a park or public square, is hallowed ground. The Cemetery War Monument stands on inviolable terrain, unimpaired by inevitable changes in "downtown" population centers. The cemetery war monument is a shrine. It is not merely a

[*Continued on page 46*



Another Memorial in Vermont Marble designed and erected by the Knobloch firm in Lackawanna, New York under the auspices of the Bethlehem Park Veterans Association to their eight members lost in World War II. More than 2500 attended the dedication ceremony Sunday, August 17, 1947.

Another war monument by the Knobloch firm erected in Elmlawn Cemetery, Kenmore, New York was featured in the June 1947 issue of the Monumental News-Review.



WALKER *Designed* *and* WALKER *Executed*

BY

RAGNA B. ESKIL

No one knows monuments better than the sculptor of monuments, Nellie V. Walker. She grew up among them.

Her father was the monument maker in the small town of Moulton, in Southeastern Iowa. And the young Nellie from the time she was a toddler found the stones in the stone yard far more interesting playthings than her dolls.

It wasn't long before she was trying her father's tools. She hit herself naturally, but that didn't stop her from trying again. "The trick," she said, "is to hold the tools easily, not grip them, and then to concentrate on where you want to chip." Soon her father was letting her rough out the scrolls, lambs, open books, urns that were the popular patterns of that day.

When she was sixteen years old, she cut out a life-sized head of Lincoln from a block of Indiana limestone, with only a picture for a guide. It was a fair likeness—primitive by later standards, still what else could one expect? But while she was doing it, the conviction kept growing in her that designing in stone was to be her life work.

Her start on the realization of that ambition came when she enrolled in the sculpture class of Lorado Taft at the Art Institute of Chicago. Here she made such amazing progress that in a short while she became his teaching assistant. She held that position for five years.

But the working with her father in his stone yard gave her much more than the ability to chip granite and marble. It gave her also an understanding of the motives that prompted people to order monuments. She listened in on his conversations with them, and she learned of the comfort and solace that a monument at the grave could impart. "Grave stones always seemed so friendly to me," she says. "There was never anything scary about them, and I was never afraid to take the short cut home through the cemetery after dark."

This belief that stone could comfort was strengthened further when on a Mediterranean trip years later, she visited the ancient cemetery in Athens. As she sat reflecting among the stela, she said a feeling of peace came over her, and she thought, "If I, a stranger from a foreign land centuries later, can get this feeling of peace, what solace these stones must have been to the relatives and friends to whom they had personal meaning."

Miss Walker doesn't believe that the cemeteries without monuments will ever supersede those with monuments. "There is," she says, "that calming, soothing quality about stone, and in a degree too about bronze, that no other materials possess and that grass can never have. Perhaps it's because other materials are likely to pass, but stone and bronze endure, and for that reason we get a sense of immortality from them, a feeling of eternal strength. Then too when the design of a stone or bronze monument has rounded lines and the lights and shadows are rightly placed, the stone and bronze can seem very soft and tender. Maybe that's why these monuments give such solace."

When she models a private memorial, she has only one thought in mind—consolation. She studies every line, every light and shadow. Nothing must be hard or sharp. If something disturbs that "flow of peace," then she works on it until the flow is right. She uses only symbolic figures in the design, never portraits. "Portraits," she says, "are spiritually out of place in the private memorial, for here they would only freshen grief, not console it. Portraits are for the home or for public monuments."

In cemetery public monuments, she says the thought must be, "They have not died in vain; the world is richer because they were here." This of course is another form of consolation. Her large Polish-American War Memorial to the veterans of World War I in a Chicago cemetery expresses this idea very well. One goes away from it feeling strengthened.

Since World War II, Miss Walker has been working on an idea or a series of ideas that she thinks may help more

families to erect the kind of memorial they want for the sons and daughters they lost in the war, or that they have lost through other causes. And that is a series of designs in which the stone work could be duplicated and the bronze design furnished in replica.

Individual designs by name sculptors are costly affairs. Miss Walker's duplicate designs would reduce the cost greatly as the expense of the original design would then be borne by several persons instead of one. And since the replicas of any design probably would be scattered widely, each memorial would seem like an original creation.

These replica designs, too, allow much quicker delivery of the monument. The working out of an original design is a long process. First there is a thumb nail sketch. This is developed into a ten to fifteen inch scale model and cast in plaster. Then the working model is made in clay and cast. This is usually one-fourth the size of the finished piece. From this the large model is built.

On this model Miss Walker works for months. And she works on it at all hours of the day, for since it's an outside piece, she must know how the shadows lie when the sun is in the East and in the West. On moonlight nights, she studies it to see how it will look then. She employs an architect to proportion the base. Everything must be right.

A number of these designs are shown on this page. Each imparts that feeling of consolation, of strength to endure. The one of the aviator was inspired by these lines written by a poet over a hundred years ago:

"Though they fell, they fell like stars,
Streaming splendor through the skies."

She calls the series, "Walker Designed and Walker Executed."

Miss Walker's Principal Public Monuments

ILLINOIS

Lincoln Monument on Illinois side of Wabash River near Vincennes, Indiana
Polish-American Monument to Veterans of World War I, Chicago
Haym Solomon of the Solomon Group, Wacker Drive, Chicago
"Her Son" To be placed at Principia College, Elsa, when site is completed
Decorations on Filtration Plant, Springfield
Decorations on Royal Neighbors' Building, Rock Island

IOWA

Portrait Statue of Keokuk, Rand Park, Keokuk
Panel, State Capitol, Des Moines
Decorations, Library, Iowa State College

WASHINGTON, D. C.

Statue of Senator James Harlan of Iowa, Statuary Hall, Capitol

COLORADO

Portrait Statue of W. S. Stratton, Colorado Springs

WISCONSIN

Portrait Statue of Senator Isaac Stephenson, Marinette

MICHIGAN

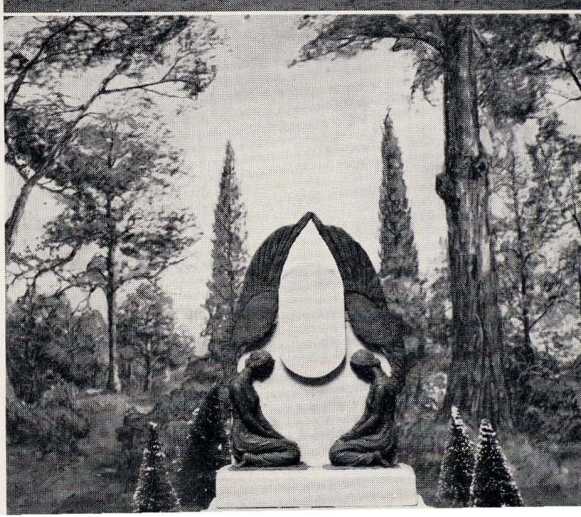
Decorations, Woman's Building, University of Michigan, Ann Arbor

Many private memorials, reliefs and heads.









CHRISTMAS *and* COMMEMORA



From BARI

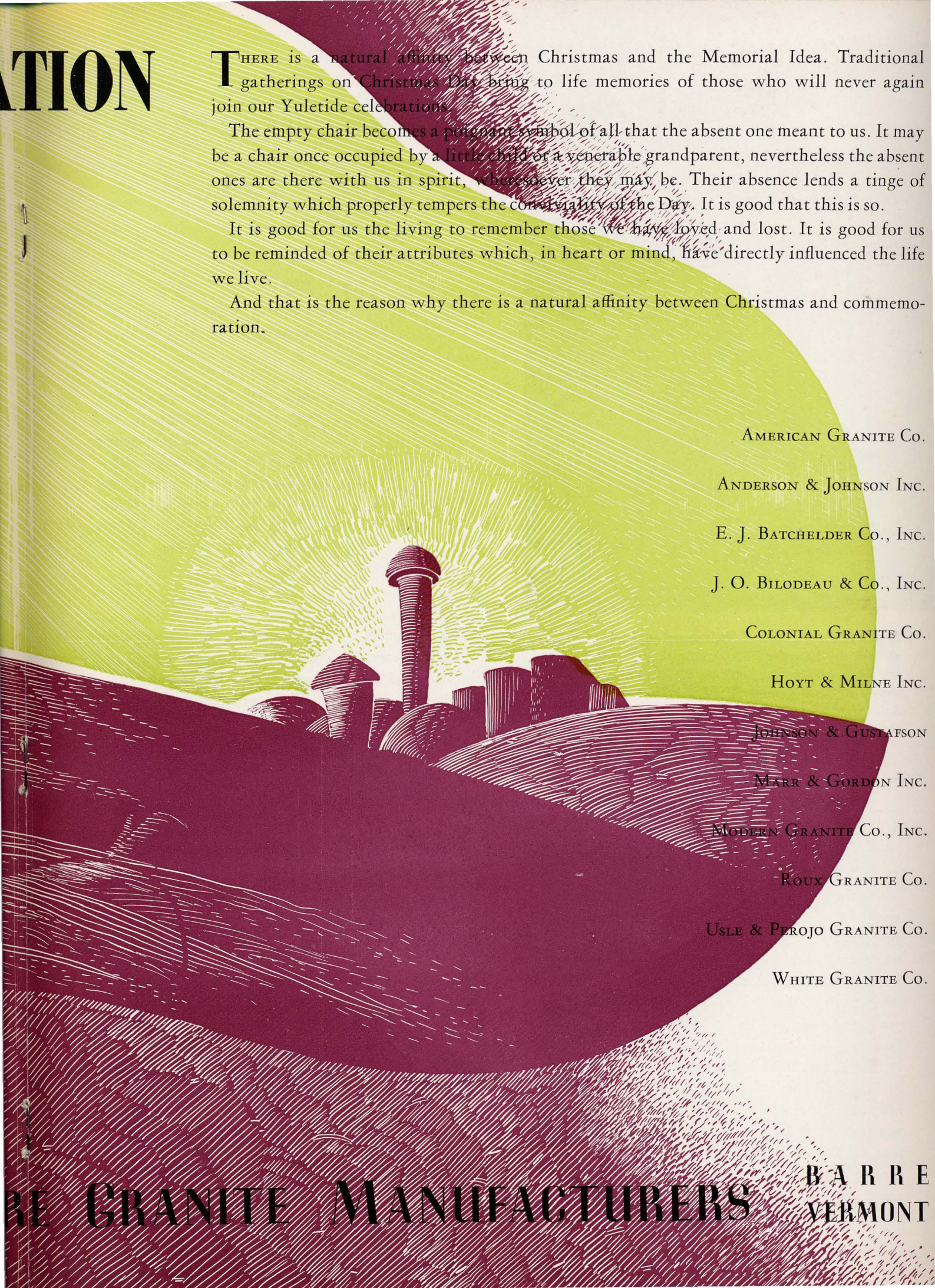
ATION

There is a natural affinity between Christmas and the Memorial Idea. Traditional gatherings on Christmas Day bring to life memories of those who will never again join our Yuletide celebrations.

The empty chair becomes a poignant symbol of all that the absent one meant to us. It may be a chair once occupied by a little child or a venerable grandparent, nevertheless the absent ones are there with us in spirit, wheresoever they may be. Their absence lends a tinge of solemnity which properly tempers the conviviality of the Day. It is good that this is so.

It is good for us the living to remember those we have loved and lost. It is good for us to be reminded of their attributes which, in heart or mind, have directly influenced the life we live.

And that is the reason why there is a natural affinity between Christmas and commemoration.



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Anderson & Johnson Inc.

E. J. Batchelder Co., Inc.

J. O. Bilodeau & Co., Inc.

Colonial Granite Co.

Hoyt & Milne Inc.

Johnson & Gustafson

Marr & Gordon Inc.

Modern Granite Co., Inc.

Roux Granite Co.

Usle & Perojo Granite Co.

White Granite Co.

RE GRANITE MANUFACTURERS

BARRE
VERMONT



Mrs. Casey Jones, widow of the immortal engineer, attended the dedication in Calvary Cemetery, Jackson, Tenn., with Lucius Beebe and Charles Clegg, authors of "Mixed Train Daily, a Book of Short Line Railroads", who jointly donated and helped dedicate the monument.

"The Man at the Throttle was CASEY JONES"

"He said to the fireman, 'Boy,
you'd better jump!.
—Cause there's two locomotives
That are gonna bump.'"

An immortal in the saga and folksong of America is commemorated in Jackson, Miss. by a monument donated by Lucius Beebe, author, photographer, bonvivant and colorful cosmopolite known by familiars as "Mr. Rail Road." . . . A Lesson for the Alert Memorialist.

UNLIKE so many lesser personalities in American History, Legend and folklore, it cannot be said that Casey Jones is an unsung hero. There is scarcely an American, of school age or more, who is not familiar with at least one version of the song which immortalizes the intrepid engineer who, swinging around a curve at high speed and seeing an inevitable wreck ahead, ordered his fireman to jump while he remained at the controls in a desperate effort to avert disaster. And yet, for nearly forty-seven years, the grave of "Casey Jones" remained unmarked. Small wonder that this modest monument to a celebrity in American railroad lore invoked nation-wide publicity. And there are hundreds upon hundreds of other interesting and historic characters whose names are by-words but who rest in unmarked or neglected graves. The alert memorialist, sensible to the importance of publicity derived from civic pride and effort, may well take a lesson from the interest and sentiment which the memorial to Casey Jones aroused.

The monument to Casey Jones was presented jointly by Lucius Beebe, the New York columnist and railroad historian, and his associate Charles (Chuck) Clegg, the author photographer. It was unveiled with simple but widely publicized ceremonies in the presence of railroaders, city officials, the widow of the engineer, his son and his granddaughter,—these and the aged negro fireman, "Sim" Webb, who shared the cab with Casey Jones on his immortal last run, April 29, 1900. Old "Sim" Webb had journeyed from his home in Memphis to place a wreath at the monument in memory of his "boss". Beneath a bronze relief reproduction of Casey's locomotive Illinois Central No. 382, the following inscription appears on the memorial:

JOHN LUTHER JONES
1864—1900

"To the memory of the locomotive engineer, whose name as 'Casey Jones' became a part of folklore and the American language:

"For I'm going to run her till she leaves the rail—
"Or make it on time with the southbound mail.

"This memorial was erected in 1947 to perpetuate the legend of American railroading and the man whose name became its symbol of romance and daring, 'Casey Jones.'"

The negro song immortalizing Casey Jones is familiar

to us all, but the story which inspired the ballad is not so well known. Like other factual narratives, in verse and prose, the story of Casey Jones and the wreck of No. 382 has been garnished with romantic detail; and there are many versions. But Lucius Beebe—the columnist author and railroad historian who was co-donator of the monument—may be accepted as an authority whose research doubtless gave Everett Amis, Staff Correspondent of a Memphis Newspaper much of the material for his feature story on the dedication from which we quote:

"It happened April 29, 1900, when driving the thundering monsters down the main line held all the appeal for youth that piloting a four-engine airliner holds for the youth of today.

"Casey, a strapping young engineer (6 feet, 4 inches), was one of those dashing figures, known up and down the line from Memphis to Macon, Miss., by his hard, fast 'highballing' and his unusual touch on the whistle. (Sim declares Casey imitated the whippoorwill).

How It Happened

"On the night of the wreck he was driving the fast southbound mail when, on a curve outside Vaughn, he came up quickly on a freight train which had pulled off on a siding, but had not completely cleared the main line. There wasn't time for much action. Casey yelled for Sim to jump, and Sim jumped. Casey stayed at the controls.

"Casey was missed by the negro work crews who once listened, with anticipation, for the whistle announcing his approach. The low mournful blast, which appealed to the negroes' natural instinct for music, formed the basis for a chant. The chant took on words, then a tune, and finally evolved into the sung known by most Americans from childhood."

It is from such inspiring and human interest stories that the folklore and folk-songs of a nation are born; sagas which mold the ideology of children and shape the destiny of nations. In his brief and searching remarks, at the dedication of the 'Casey' Jones Memorial, Lucius Beebe summarized the sociological mission of saga and sentiment in these words:

"Casey Jones is now securely a part of the American legend and language, as surely established there as the names of Kit Carson or Buffalo Bill or any other romantic figure of the national saga," Mr. Beebe said.

"Indeed, in a calling and occupation which has given few names to the American lexicon, his will be forever brightest and best known as synonymous with the daring and romance of the high iron in its golden age.

"He lived and died in the fullest flower of railroad expansion and enterprise, and in the age of steam. It is safe to say that the wonder and glory of that age is now beginning to be obscured, diminished and cheapened by the devisings of modernity.

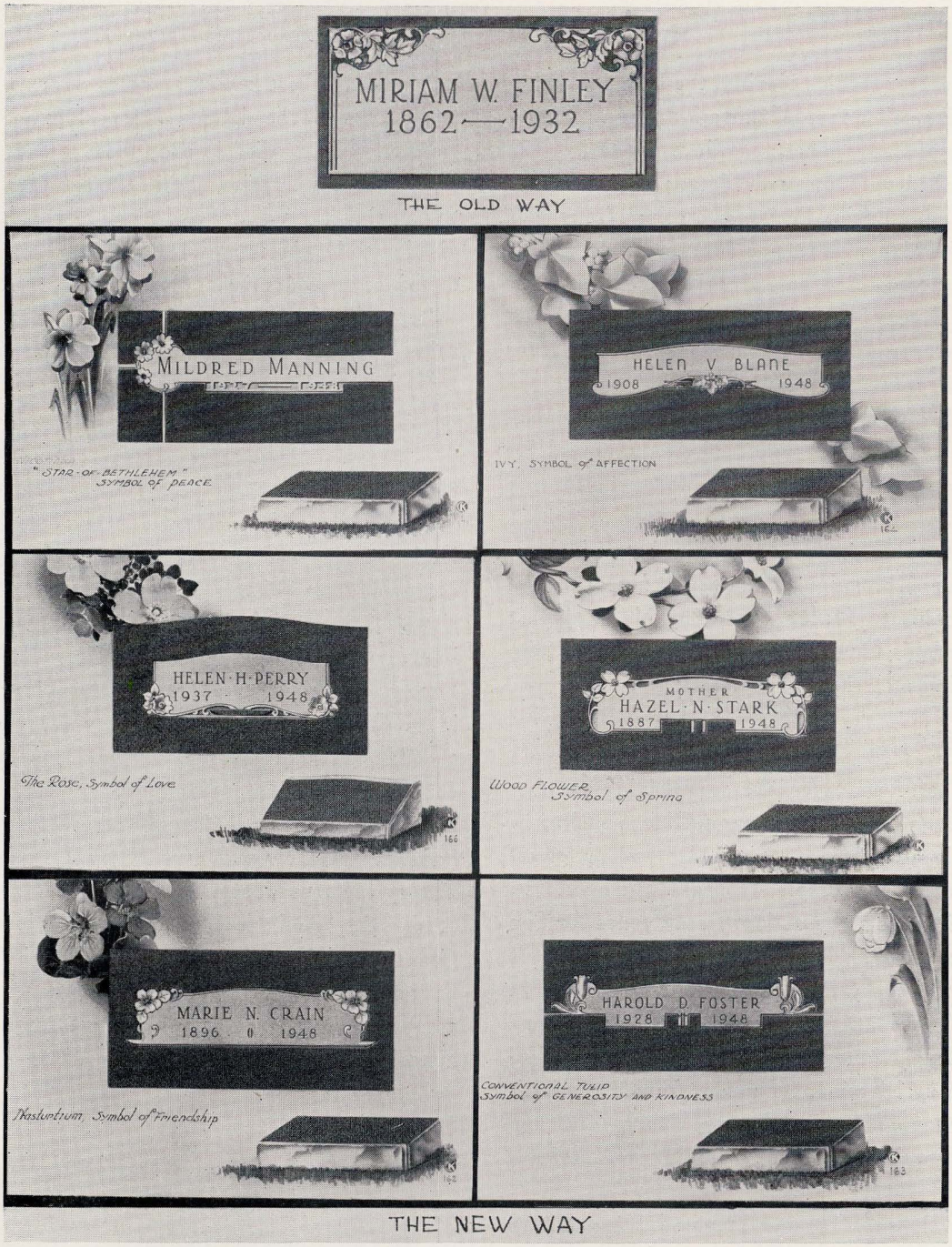
"There will be no songs written about or monuments raised to the memory of any railroad man living or dying by the Diesel locomotive. The universal fame of his name in story and legend, in folklore and in fact, are the truest monument to Casey Jones, and what we erect here is but a tangible expression of that remembrance and esteem."

Thus the resting place of another beloved personality in the history and traditions of America is permanently commemorated with a monument which becomes a national shrine of sentiment and a landmark of historic interest. There are hundreds of others, in local and national history, who deserve similar recognition. Many of these immortals, like "Casey" Jones, may not rate a portrait in the Hall of Fame; they may not merit more than a passing comment in the history books; but these heroes of American legend and folk-lore belong among the immortals who have woven their way into the warp and woof of our history and of our ideals.

Like the "Amiable Child" who rests in the shadow of Grant's Tomb, these significant Americans should be honored and commemorated with permanent monuments; symbols of sentiment and permanent records of inspiring historic events.



Thousands of lines appeared in many magazines and newspapers on this "Casey Jones" monument to a man whose memory was kept alive by a song but whose grave was unmarked.



This is No. 23 of a new series of designs by Carl Kastrup, 1705 Auburn St., Rockford, Illinois.

The New Way

A year ago last December I reproduced on this page four Double Markers. One of them showing the Old Method of treating a design by blowing most of the polish off the face of the marker while the New Ones showed more respect for labor by permitting some of the polish to remain. In this New Series of Single Markers, as in the case of the Doubles, we strive to maintain the maximum amount of polish. Moreover, we show the source of the ornament by illustrating the flowers as they appear in Nature. Added to this is a glowing account of the symbolism and finally we have cut down on the cost of the carvings, all of which, it seems to us, makes for better presentation.

CARL KASTRUP



CUT COURTESY THE GRANITE CUTTERS JOURNAL

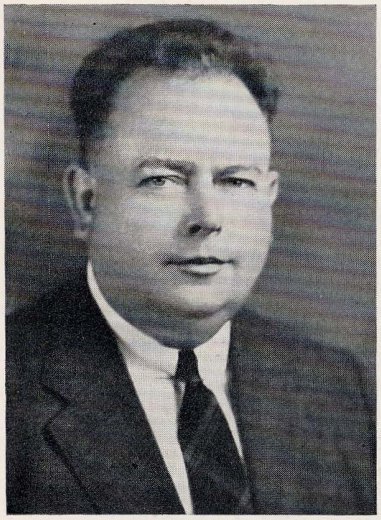
MOURNING WINGED VICTORY

Honors Veterans

A towering shaft, symbolizing "Mourning Winged Victory," has been erected in honored memory of the two thousand, one hundred and five veterans of St. Joseph's Parish in Salem, Massachusetts, who answered the call for service to their country.

The sculptor, Joseph A. Coletti of Boston, created the memorial to depict the tragedy of war and the dignity and self-sacrifice of the men who fought in it. Crowned with laurel, symbolical of victory and good report, with clasped hands holding the sword of power, justice and fortitude, the "Mourning Winged Victory" calls on all men everywhere to strive for peace.

The thirty foot shaft was made from approximately thirty tons of Smith Barre Granite from Barre, Vermont. It was cut by the E. Bielli Granite Co., Quincy, Mass. Panfilo DiBona carved the head and hands from a quarter size model. He was assisted by Guy Braganti, who did some preliminary work. Mr. DiBona was highly complimented for his skill by the sculptor, Mr. Coletti. The architectural firm was O. E. Nault & Sons, Worcester, Mass.



TOO MUCH IN TOO LITTLE

By Henry Von Sprecken

"The Marble Orchard of the past is definitely out, and we must justify our business by creating cemeteries and memorials of more enduring beauty . . . ," said Mr. Von Sprecken, President of Westover Memorial Park, Augusta, Georgia, in an address delivered at Orlando, Florida, at the State Convention for Salesmen of the McNeel Marble Company of Marietta, Georgia.

During the War, we heard a great deal about too little and too late. I want to talk about something a little different. I am thinking about TOO MUCH IN TOO LITTLE. We will all agree that there is a limit to all things, and especially is this true with regard to monuments and shrubbery on cemetery lots. TOO MUCH is really the stem of all cemetery troubles, and I believe is directly responsible for the birth and growth of the non-monument, so called memorial park. I think that the monument dealers and salesmen have brought this situation upon themselves because they sold TOO MUCH granite and marble to be placed on LITTLE LOTS in cemeteries all over the country.

The BIG orders for large hunks of stone looked good from the profit angle, and not enough thought was given to beauty, symmetry and balance; so our cemeteries were filled and overcrowded with "tomb rocks" piled almost on top of each other.

TOO MUCH IN TOO LITTLE, this is the thing that plagues every cemetery man, and it has plagued me from the first day I got into the cemetery business. When I became interested in a cemetery about eighteen years ago, one of the first things that confronted me was a huge block of granite "adorning" a single grave near the entrance to our cemetery. This block of stone was seven feet high, five feet wide and two feet thick. There was nothing artistic about it, it was just a big hunk of rough hewn granite, and in about the same proportions as a cigar box standing on end. You can imagine how much this added to the beauty of Westover Memorial Park and to the lot on which it stood. It was and still is an eyesore in our cemetery. I wondered what could be done about it, but the case seemed hopeless. I couldn't keep it out, because it was already in. Some years later when another grave was placed there, I did persuade the family to lay this monstrosity quietly on its side and use it as a marker for two graves instead of one. This cut down the height a little bit, but it couldn't improve its looks. It still is a monstrous thing. I cannot help but believe that just such clumsy eyesores as this in our cemeteries are what started the idea of doing away with all monuments in the so called memorial parks.

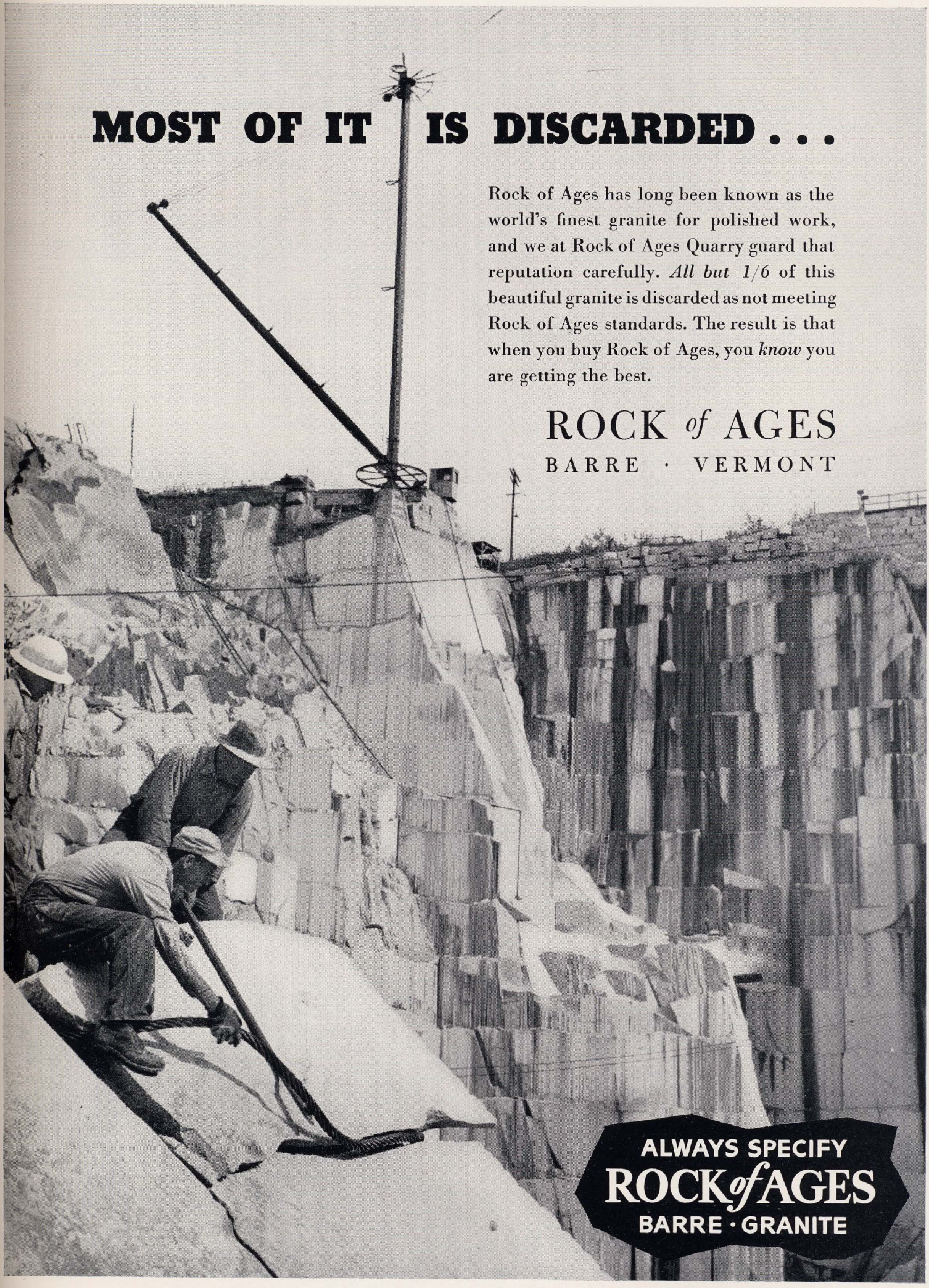
TOO MUCH IN TOO LITTLE is truly the cause of most cemetery troubles, and this is true whether it is too much stone or too much shrubbery. As the GOOD BOOK says, we should be temperate in all things, and especially when it comes to our cemetery lots. To my mind, the memorial park without visible monuments is no memorial park at all. The very word memorial is mis-used in the non-monument park. Webster gives this definition of the word "MEMORIAL," "Commemorative; preservation of, or contained in, the memory; anything intended to preserve the memory of a person or event; a tombstone; a monument." A cemetery should be a Garden of Memories, where memories of beautiful lives will be kept beautiful forever. I concede that many very beautiful parks have been built, and I concede that from the standpoint of cost of operations and maintenance they are much easier to handle than the monument cemetery, but I submit that no matter how many graves are dug in this park, they *will never be cemeteries*, they will never be *memorial parks*—for they lack that which makes a memorial—personalized monuments. There is no individuality or distinction about them. They remind me of the old potters fields, where indigent persons were buried row on row without distinction. The only improvement is that usually the modern park is better cared for than the old potters fields.

I remember that an undertaker told me some months ago that he was visiting in a certain city and a friend there asked him to go out to the cemetery to see where the friend had buried his father. They drove out to the memorial park, and the friend pointed vaguely and said, "Papa is buried right over there." The undertaker asked him if there was no marker on the grave and he said, "Yes, a beautiful bronze marker." So they got out of the car to see it. When they got to the spot indicated, the marker was so covered with grass that they couldn't read it, but the undertaker stooped down and pulled the grass away. Lo, and behold, it was not Papa's grave at all, it was someone else. They finally located Papa's grave about fifty yards from where the son thought it was.

I believe that when we have passed through this "vale of tears," we are all entitled to "A monument of enduring granite or marble, symbolic in design, reverent in purpose, resting in surroundings of peace and beauty; a tribute of respect and honor to the dead, a constant source of inspiration to the living." This is the "Memorial Ideal."

It is no easy thing for you to keep your prospective customer in line when you try to sell him a memorial that will fit in with the size and location of his lot. This is especially true of the small lot owner. So many people in buying a lot, especially an emergency purchase, think only in terms of the number of graves to be put on the lot without regard to the type of memorial they may wish to place on it. Hence, if there are three or four in the family, they buy a three or four grave lot, and then when they get around to buying a memorial, they decide that they want "something real nice," like that one over there, and they point to the beautiful memorial on a forty grave lot. They don't seem to realize that this large monument would look like the very devil on their little lot, even if there was actually room for it. Another fault of the average lot owner is that he thinks only in terms of the present. He may have a ten grave lot, but if there is only one burial on it, he decides that he wants to put a big TOMB ROCK on it, and does not stop to think how his lot would look if he was permitted to place ten of the same on it. He usually HAS TO BE SOLD on the idea that the marker should be low and inconspicuous so that it may be duplicated on each

[*Continued on page 64*


MOST OF IT IS DISCARDED . . .
Rock of Ages has long been known as the world's finest granite for polished work, and we at Rock of Ages Quarry guard that reputation carefully. *All but 1/6* of this beautiful granite is discarded as not meeting Rock of Ages standards. The result is that when you buy Rock of Ages, you *know* you are getting the best.
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ALWAYS SPECIFY
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WAR MONUMENTS *and the* MEMORIAL IDEA...

Continued from page 33

landmark on some busy thoroughfare, or in a park surrounded by playgrounds and love-seats. The solemnity of the Unknown Soldiers Tomb in Arlington would be somewhat lost if it stood on Times Square in New York, or in the other Times Squares of the nation. That is the reason why cemetery officials like Harry Long, and memorialists like James G. Knobloch, both in Buffalo, have made a signal contribution to the memorial idea by indentifying the War Monument with the cemetery, and by setting a place apart for the final resting place of the veteran and his family.

The monument designed by James G. Knobloch of Buffalo for the Geo. F. Lamm Post of the American Legion in Williamsville Cemetery, is best described in his own words. His description appears on the inside front cover of the official dedication program. We quote the text verbatim:

"In the following paragraphs the designer of the George F. Lamm Post Memorial explains the theory of his design and how it is applied."

"LEGEND"

"It is the purpose of a war memorial to arouse and keep alive a feeling of gratitude for those who served. Placed in surroundings of peace and beauty, a monument of this kind becomes an inspiration to the living . . . a tribute to the dead. Its inscription and sculptured lines point out to future generations the futility of war, the benefit of peace.

"With these thoughts in mind the George F. Lamm Post Memorial was created. Its designers, Philip Knobloch and Son, have copyrighted the entire plan to prevent its duplication.

"In viewing the memorial five symbolic features become immediately apparent. The Globe at the top of the monument depicts the scope of our two world wars and in its magnitude serves to keep us ever mindful of our responsibility in maintaining universal peace. The Eagle, an emblem of our nation, attains high decorative quality and symbolizes in stone a country of free men worthy of emulation the world over. The Four Stars below our country's emblem represent the four freedoms defended so nobly in the two world wars, so that all men may ever profit from these basic principles; and charging us with the solemn duty of furthering the worthy ideals they represent. The Epitaph Panel dedicates the memorial to the glory of God and is a tribute to the George F. Lamm Post, perpetuating in stone the post's position in the annals of our country's history. The American Legion Emblem is carried out in conventionalized form replacing the realistic carvings of yesteryear. May this emblem keep us mindful of a worthy organization of our country's defenders. The Benches proposed for future erection repeat the design of the monument's base to give a unity of design. Thus, space is also attained for a sculptured plaque honoring the four branches of the service.

"Since the dawn of time, marking in stone has been the only permanent method of passing the world's history on to future generations. It has outlived many civilizations and has been the beacon of man's knowledge through the ages. So that the men who defended our ideals may not have fought in vain and that our descendants may profit in our knowledge in future years this monument was created. By this memorial we honor God, our country, her men and their services; and hope to influence in some small universal peace forever.

. . . by James G. Knobloch"

EDITOR'S NOTE: *This legend was incorporated in the original large scale colored rendering presented to the Legion Post and now occupies a prominent place in the Legion's Home.*

The following letter to the local newspaper whose staff were "Living Memorial" advocates was most effective:

COMMUNICATIONS

432 Walton drive
Snyder 21, N. Y.

The Amherst Bee

Gentlemen:

"Being a new subscriber to your paper I have been very much interested in studying the trend and style of editorial your paper publishes. Due to the fact that I am also engaged in designing and erection of memorials as a profession, I have been following with interest the publicity and prominence you have given the proposed Amherst war memorial. It is altogether fitting, I think, to present another view on this subject. I therefore present the following topic for your consideration and publication if you deem it worthy.

THINK ABOUT THIS

"Can you find a man that can stand before the Lincoln Memorial or the tomb of the soldier, known but to God, without removing his hat or at the very least experiencing a lump in his throat?

"Would one have that same feeling standing before a park entrance, a place for pleasure?

"Our war memorials should be a place to pray, rather than a place to play.

"Swimming pools, playgrounds and picnic spots make men forget—monuments make them remember.

"If we had not forgotten the first World War we might not have had the second. Let us not forget Pearl Harbor or the third will be ours to suffer.

"Uncle Sam is our largest monument buyer—also our largest park owner. He erects monuments for remembrance and operates parks for other purposes.

"Can it be a matter of selfishness on our part to want a swimming pool, a park, a ball diamond or a golf course at the expense of the men and women who made it possible for you and me to even express ourselves without restraint?

"When you heard the bells ring out on V-E and V-J Day did you remember those who made it possible for them to ring! Would you remember at a park entrance or in a playground, places meant for pleasure?

"Parks, playgrounds, swimming pools and libraries have their necessary and important place in the American way of life but it seems wrong that hundreds of thousands of young Americans must make a supreme sacrifice in defense of American traditions and ideals to justify our communities in providing such essential recreational and educational facilities. Nor does it seem possible that we can pay tribute to death on a battle field, a crashing plane or a sinking ship by indulging in a cool swim, a picnic or a game of tennis. If such projects are constructed and called memorials they will be for the living to enjoy at the expense of the dead.

"It would seem impossible that we could enjoy ourselves swimming in a pool that our sons gave up their life's blood to provide. Could their names be engraved everlastingly on the surface of any body of water? A memorial of this kind would be a memorial to selfishness—a place for enjoyment on the part of those who did not serve in the war.

"How many people who attended a picnic or a football game would breathe a prayer as they enter a park or stadium named in honor of our fallen heroes. These same folks would remove their hats and bow their heads at the tomb of the Unknown Soldier.

"Let us not lose our sentiment—remember the words of President Wilson, 'A Nation Devoid of Sentiment Cannot Survive.'

"Let us build parks, pools and playgrounds, but lets not call them Memorials."

Yours,

James G. Knobloch.

It is fortunate for the memorial idea in America, and for the American people, that we are progressively developing more and more memorialists like Philip Knobloch, and his son. It is fortunate for the youth of the nation, and for generations yet unborn, that such men are qualified by training, experience, and sentiment to help their fellow man who, in the hours of sorrow, seeks to give articulate and permanent expression to his sorrow, his gratitude and devotion to those he has loved and lost. All of us who are in any way indentified with the commemorative arts, and with cemetery administration, should derive encouragement and inspiration from the triumph of tradition over materialism in Williamsville. To Philip and James Knobloch of Buffalo, and numerous other memorialists in the nation who have successfully opposed the utilitarian war memorial, we extend our congratulations and salutations.

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YOUR ATTENTION . . . PLEASE . . . MICHIGAN CRAFTSMEN

A jumbo size mailing card has reached our editorial desk with the important facts about the Michigan annual meeting. They are set forth in a clear concise manner making it possible to take in at a glance the tentative program.

The Monument Builders of Michigan State Convention will be held January 4, 5, 6, 1948, at the Book-Cadillac Hotel in Detroit. A reception and open house will be held the evening of January 4th, with the Detroit Monument Dealers acting as hosts. There is the promise of several excellent speakers, the banquet and accompanying entertainment will be held the evening of January 5th, with a business meeting following the next morning.

Special entertainment is being planned for the ladies.

ELBERTON, GEORGIA, NEW COUNTRY CLUB

The Elberton Country Club is about to become a reality if plans progress as reported. Work has begun on the club house located on a pine-covered knoll on the Lexington Road about two miles from town. The granite foundation has already been laid, it is understood, for a house of colonial design with stained clapboard sides.

Dining and kitchen facilities will be available for large or small parties, and in the basement there is to be a children's room, as well as showers and lockers for golfers. The large ballroom is to be on the main floor. Everything possible is being planned for the pleasure and convenience of club members, their families and out-of-town guests.

Eventually the nine-hole golf course will be remodeled and will have eighteen holes. They are planning tennis courts, picnic grounds and outdoor barbecue pit. With its setting of hills, streams and forests the 112 acres owned by the club may one day be one of the loveliest spots in Georgia.

WEDGE LEAD



Above shows actual size, Order by Number, Furnished on stock reels of 100#, 50#, and 25#.

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. . DELANO, MINNESOTA . .

BARRE SCHOOL OF MEMORIAL ART WINS FLOAT PRIZE

Montpelier, Vt., residents were regaled by the most colorful and largest parade in the Capital City for several years when Barre brought its Labor and Industry parade to Montpelier in observance of rededication week.

Climaxing the event were ceremonies held on the State House lawn where the first prize of $25 was presented to the Barre School of Memorial Art for the best float displayed in the gala parade. Decorated in red, white and blue, the float carried four columns depicting the four freedoms, freedom of speech, freedom of worship, freedom from want, and freedom from fear.

Winning second prize was the Boy Scout float which depicted a forest in which a group of scouts representative of the various troops in Barre exemplified the various achievements of the scouts.

Third prize was awarded to the apprentice training float carrying the caption, "Tomorrow's Craftsmen." A Green Mountain truck hauling a unit which generated electricity made up the first of the three sections of the float. The electricity was generated through a chain device to the third truck where apprentice cutters of Barre were actually axing the top of a die while traveling in the procession. This float was representative of the estimated 180 apprentice cutters in the Barre belt.

Other floats included the Barre Granite Association which showed a green cemetery with memorials and crosses with Miss Liberty clad in white posed in the background as guardian of the dead.

Most representative of labor and industry was the one carrying four men seated around a conference table, two representing industry, and two labor. This was sponsored by the G. C. I. A. of Barre.

The Casellini-Venable Corporation has a float carrying machinery with the caption, "We Clear the Way for Freedom."

A colorful display by the Barre Elks featured a small girl kneeling before an open Bible, giving thanks for liberty while the truck carried the caption, "90,000 Elks for Freedom."

Of special interest was the Smith, Whitcomb, and Cook display showing pneumatic tools in operation on a large granite die.

Judges for the event were Frank Friberg, president, Barre Granite Association (Anderson & Johnson Co.); George Earle, CIO.; Robert Sinclair, of the AFL.; George Buckley, Wetmore & Morse Quarry, representing the quarriers and Emilio Politi and Paul Winters of the Barre School of Memorial Art, representing the public.

Concluding the ceremonies was a moving address by Cornelius O. Granai of Barre, chairman from Barre for rededication week. He elaborated on the liberties which we as Americans enjoy and urged everyone to give thanks to God for them, and at the same time fight for their continuance.

The committee for the parade, consisting of R. S. French, general manager of the Barre Granite Association, Frank Friberg, John C. Lawson, Louis V. Dindo, and C. O. Granai, was congratulated for the fine work in lining up such a successful parade.

RUDOLPH A. OSWALD HOST TO CINCINNATI MONUMENT BUILDERS, INC.

The Cincinnati Monument Builders, Inc., were guests of Rudolph A. Oswald for their October meeting. Business and pleasure went hand in hand with Hallowe'en decorations forming a background for an evening of cooperation and fellowship.



As this second post-war year draws to a close, we at Peerless extend to one and all our heartfelt greetings and we offer a prayer for continued peace and prosperity.

PEERLESS GRANITE CO. BARRE, VT.

NEW JERSEY MONUMENT BUILDERS TO MEET IN ATLANTIC CITY

Eugene D. Frank, secretary of the Monument Builders of New Jersey, has sent word concerning their annual winter convention. This year it is to be held at Hotel Norton in Atlantic City, January 15-16, 1948.

Craftsmen can plan on an interesting program of national business, trade, and political speakers. In these times it is to the advantage of everyone to keep in touch with the trends in the industry and secure all the assistance available in meeting the problems of modern business.

WILLIAM KING PURCHASES MACK MONUMENT STUDIO

The Mack Monument Studio, Buffalo, N. Y. was recently purchased by William King of Batavia, N. Y. Mrs. Hugh J. Mack, after completing the sale of the business of her late husband returned to High Point, N. C. She was formerly Art Director for the City Schools of Greensboro, N. C., and did the designing for their monument business.

Mr. Mack was secretary of the Monument Builders of Western New York before his untimely death which resulted from leukemia, contracted during the war.

NIGHT LIGHTING FOR WAR MEMORIAL

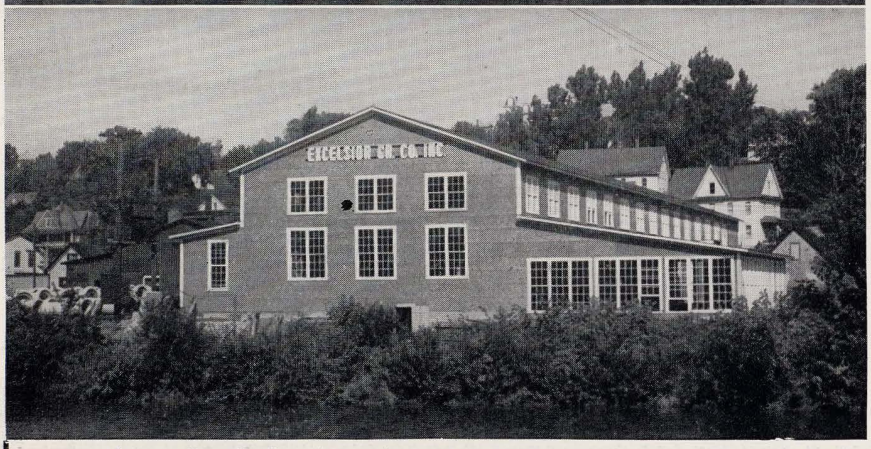
In the September 1947 issue of the *Monumental News-Review*, there was illustrated the Madera County War Memorial which was erected by William S. Eva of the Madera Monumental Works, Madera, California, and manufactured by the Superior-Academy Granite Co., of Clovis, California. The material used was light granite from the nearby well-known Raymond quarries.

In a recent letter, Mr. Eva reported that a flag and pole had been added about 20 feet in back of the monument and that $300.00 is being spent to light it up at night.



ADAMS GRANITE COMPANY
BARRE, VERMONT





Above: After the fire of March 12, 1947. Below: The new plant, late this Fall.

We'll Start the New Year Right!

Yes, we've built a new plant and are once more producing the Quality Memorials that you have grown to expect from us . . . a production that was interrupted in March 1947 by a disastrous fire. We have also reorganized and our new officers promise you full production by January 1948 and . . .

We wish all our friends a most Joyful Christmas and a Happy New Year

Alexander Canas, Pres.

Emilio Canas, Vice Pres.; Richard Powell, Sec'y-Treas.

EXCELSIOR GRANITE COMPANY, INC.

MONTPELIER, VT.

GLENDEL SATTERFIELD NEW MANAGER THE RAYMOND RAUCH CO. OF RUSSELLVILLE, ARK.

The announcement was made recently by George Wyatt, vice-president of the Raymond Rauch Company of Little Rock, Ark., that Glendel Satterfield of Russellville will manage the local shop, known as the Shinn Flower and Monument Company. Rudolph Shinn was the former manager. The firm will in the future be known as the Raymond Rauch Company of Russellville.

The firm carries Rock of Ages Granite and Georgia Crystalline Marble.

Mr. Satterfield, a former Tech student, served with the Naval Air Corps during the war.

OLD TOMBSTONES IN OHIO

The tombstone of one of the oldest settlers of the town of Chardon, Ohio, was recently discovered during the demolition of a barn. Located on the property of Mrs. Dana Latimer, workmen uncovered the old gravestone while removing the building. Here is the inscription, "Mrs. Susannah Canfield, wife of Norman Canfield, formerly of Westbury, Mass. Born July 20, 1787, and died June 11, 1821, aged 34 years."

History tells that the Canfield family came to Chardon in 1804 and built the first dwelling in the community. For many years they operated it as a hotel.

The old tombstone has been moved to Chardon Cemetery and placed on the lot of Austin Canfield, a son of Norman and Susannah Canfield.

In the residential district of Ashtabula, Ohio, while digging in his garden, Thomas Yoe uncovered the 132 year old grave marker of a Captain Warren Grant. Eventually a family history was discovered showing that Captain Grant was a carpenter and an officer in the War of 1812.

The captain, his wife and infant son, Orson, came to Ashtabula by rowboat on Lake Erie. While they were preparing a meal on the shore of the then wilderness, the rowboat floated away, leaving the couple stranded with only an axe.

The history does not say whether either the baby or the rowboat ever were recovered. However, with the aid of an axe, Captain Grant was credited with building the first courthouse at Jefferson in 1811.

FRANKLIN D. ROOSEVELT MONUMENT FOR OSLO, NORWAY

Norwegian sculptors have been invited to compete for a 15,000 Kr. ($3,000) prize, which will be awarded the winning designer of a Franklin D. Roosevelt monument. This proposal is reported to have been made shortly after Norway's liberation. The monument will cost an estimated 100,000 Kr. ($200,000) and is to be erected at Skansen, a high point over-looking Oslo harbor not far from the city hall. All designs are to be submitted before March 1, 1948 when the competition closes.

ATLANTA FIRM CHOSEN TO DESIGN MEMORIALS FOR GI DEAD

The Atlanta Constitition has reported the appointment of the Atlanta, Georgia architectural firm of Toombs and Creighton by the American Battle Monuments Commission as one of the 15 firms in the United States which will design war memorials, chapels and cemeteries for American War dead overseas.

They will plan the Druguinan Cemetery in Southern France, near Cannes, the plans to be complete including the chapel. The cemetery will be located on a hillside shaded by olive trees. It will be the final resting place for American servicemen who fell in the invasion of Southern France and whose relatives have not requested re-burial in the United States. Mr. Henry J. Toombs expressed the probability that representatives from the firm would visit the site several times before the cemetery is completed.

NOW—FOR THE FIRST TIME—A GIANT SET OF ORIGINAL FULL SIZE DESIGNS FOR THE MEMORIAL DEALER $17.50

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By HUGO CALDERARA
Prominent Teacher of Memorial Art

It's Different!

50 **YES, 50 FULL SIZE DETAILS OF DIFFERENT CARVINGS**

No Two Alike—Suitable For All Memorials—Panel Designs—End Designs—Corner Designs—Catholic Motifs—Center Designs—These Designs Have Been Carefully Planned So That Each Design Is Adaptable To—Axed, Steeled and Polished Surfaces.

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Selections Were Made Only After A Complete Study of "Design Psychology". You Get The Best-Sellers—"They Are The Cream of the Crop"

HERE IT IS AT LAST! DRAWN FOR IMMEDIATE USE

So SIMPLE A Child Can Follow... So COMPLETE Experts Are Delighted

This Is The EASY Way—NO GUESS WORK. NO OPINIONS. Every Detail Is Clearly Indicated—Every Flower and Ornament Form Is Clearly Drawn—Each Design Is Adaptable to Sand-Blast Treatment—You Are Always Shown The Type and Shape of Memorial For Which Each Design Is Best Suited.

IT'S WONDERFUL FOR:

1. Office Display and Shop Use
2. Salesman and Customer
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4. Estimates and Proposals
5. Lay-Out Man and Sand-Blast Carver
6. Time and Money Saving

THIS IS NOT ALL!—

In addition to this astonishing offer, you will receive as a gift, a large blue print (42" x 32") of beautiful original religious designs which can be used both as office display and shop use.

YOU SIMPLY CAN'T "GO WRONG"

This GIANT Set is all yours now for just **$17.50** *(For a limited time only)*

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QUINCY 69, MASS.

QUINCY GRANITE USED IN "NEW MYSTERIOUS" RADIATION TESTS

It has recently been reported that Dr. Victor F. Hess, 1936 Nobel Prize winner for his discovery of the cosmic rays, says that studies by Fordham University physicists had revealed a "new mysterious" radiation emanating from ordinary granite.

The Fordham physicist said the experiments were conducted in a temporary "laboratory" on the platform of a Manhattan subway station, New York City, 160 feet below the earth's surface. The underground location enabled experimenters to screen out the cosmic rays that bombard the earth from all directions. At that depth, about 95 per cent of the rays are absorbed in the rocks.

For more than a year the Fordham experiments were carried on. Dr. Hess and his associates used slabs of granite from Quincy, Mass., which contained some uranium, thorium and potassium, all of which give off a certain amount of natural radiation.

Using technical formula, the scientists determined the amount of radiation which should have been emitted by the sample slab of granite, according to Dr. Hess, who stated further that they found a "surplus" nearly twice as much as the amount estimated.

The physicist said the granite continued to produce a 100% per cent surplus even when ionization equipment was shielded with a lead cylinder or the experiments were conducted inside four-inch plates.

"It must be concluded that an unknown penetrating radiation is given off by granite," Dr. Hess declared.

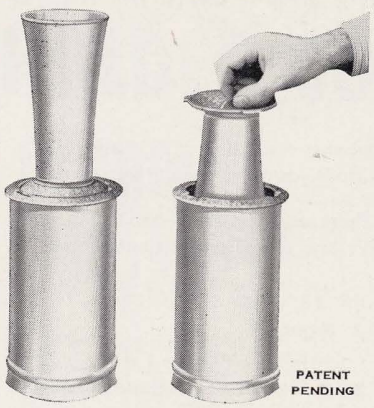
This radiation, he continued, is gamma radiation—the most penetrating of all, and part of the radiation emitted when an atomic bomb is exploded.

Dr. Hess said he believed that all rocks of the earth, which contain uranium, thorium and potassium, are giving off the "mysterious" radiation.

DeVoe Granite Company

WAUSAU, WISCONSIN

Quarriers and Manufacturers of Wausau Memorial Granite



PATENT PENDING

M-W Genuine Bronze "CENTURY" Flower Vase

Base 5¼" diam. Vase 8¼" high

Suitable for upright, ground level, and inverted positions.

ORDER NOW for delivery in FEBRUARY. January capacity filled.

Our new portfolio of Mausoleum and Honor Roll Designs is ready.

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Outstanding Specialties of the Northwest



This month we bring you a view of the ceremonies which were held at Montevideo, Minnesota to dedicate the impressive War Memorial shown in the background. The monument was fabricated and erected by the Gilmer Monument Works, Howard Lake, Minnesota. The material is well-known Dakota Mahogany from our quarries here in Milbank.

DAKOTA GRANITE COMPANY

Quarriers and Manufacturers of
Dakota Mahogany and American Rose Monuments

MILBANK, SOUTH DAKOTA

DAKOTA MAHOGANY MONUMENTS

AMERICAN ROSE MONUMENTS

From our Famous Quarries of South Dakota

DAKOTA GRANITE COMPANY — MILBANK SOUTH DAKOTA

Member of the American Monument Association

SPACERITE *presents* . . .

A DOUBLE OUTLINE FROSTED ALPHABET
Alphabet, Numerals and Extra Characters

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Note these features:

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3. Adjustable Dash ends—with these any length dash can be made.
4. By cutting on outside of heavy line, a well proportioned raised letter is obtained.

Price List of DOUBLE OUTLINE FROSTED ALPHABETS

1"	$.37 each	$ 9.50 per alphabet	*Numerals*				
1¼"	.41 "	10.50 " "	1"	$.37 each	$3.50 per set		
1½"	.45 "	11.50 " "	1¼"	.41 "	3.75 " "		
2"	.53 "	13.50 " "	1½"	.45 "	4.25 " "		
2½"	70 "	18.50 " "	Each set includes two adjustable dash ends				
3"	.90 "	22.50 " "					

The 1", 1¼", 1½" and 2" sizes include 29 letters, one & sign and a combination period.

2½" and 3" sizes include 29 letters only

SPACERITE COMPANY • 76 Woodbine St. Wollaston, Mass.

MONUMENT ERECTED IN ROME BY LEGION

In a gesture of goodwill to the Italian people, the American Legion recently erected a monument in Rome, Italy to the memory of Columbus, John Cabot, and other Italian navigators who pioneered the exploration of America.

Premier Alcide de Gasperi of Italy accepted the monument and among other things told the Legionnaires, "We are in great need of your help," and that one could count on Italy "in the fight for freedom."

Retiring National Commander Paul Griffith headed the Legion group and the United States was represented officially by Ambassador James C. Dunn.

MEMORIAL STONE PRODUCTION IN 1946

From the facts reported by producers of dimension stone to the Bureau of Mines, United States Department of the interior, a report was prepared by Nan C. Jensen. She was working under the supervision of G. W. Josephson, Acting Chief, Nonmetal Economics Division, Economics and Statistics Branch.

Memorial stone production in 1946 was reported as having been maintained at relatively high levels. Sales of stone for monumental purposes amounted to 3,677,920 cubic feet valued at $17,434,556, an increase of 21 per cent in quantity and 53 per cent in value.

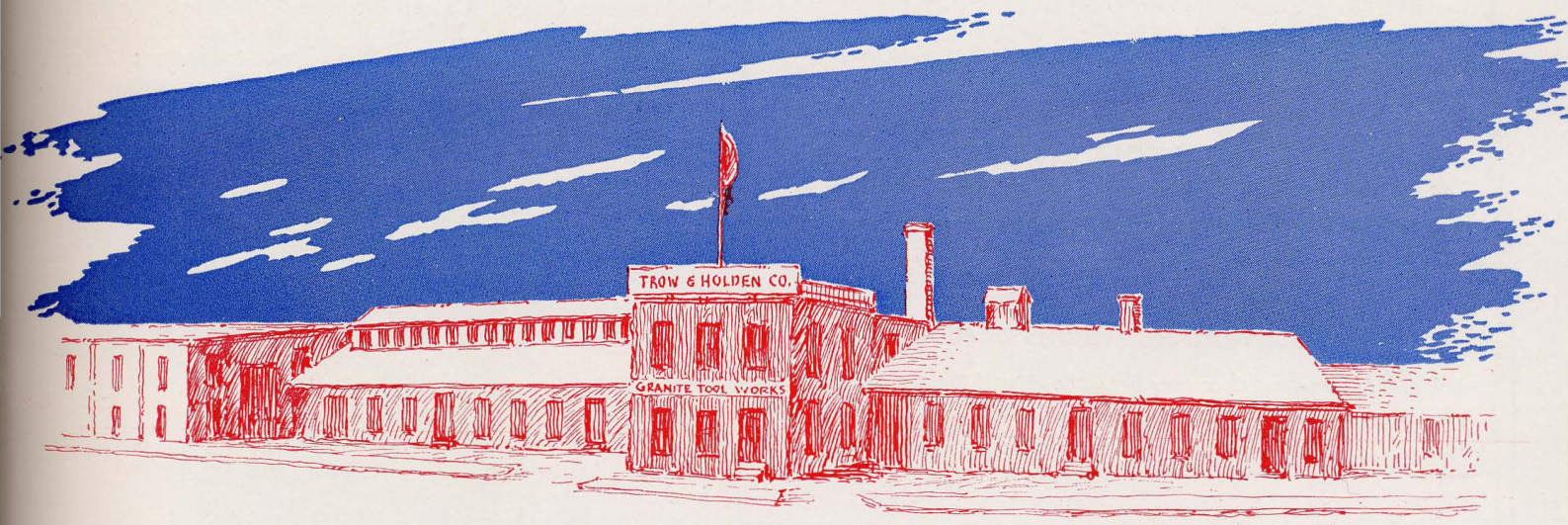
MONUMENT TO A DOG

In Toowong, Australia there was a dog reported to have followed the Toowong postmen on their rounds for 15 years without missing a day. He stayed in the post office every night until he was killed by an automobile in 1942. Now a monument has been erected over the grave of this faithful pet.

May this Holiday Season

and the Approaching New Year

Bring You Happiness and Success

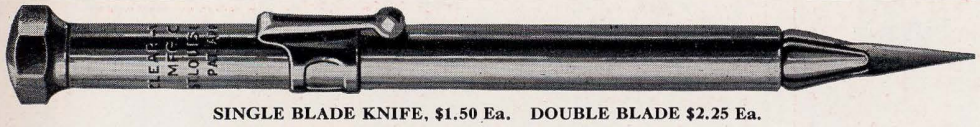


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BLADES, .20 Ea. or $2.25 DOZEN

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MEMORIAL TABLETS

Every cooperation to monument dealers—free sketches, prompt estimates, competitive prices, expert workmanship in genuine solid bronze. Inquiries cordially invited.

INTERNATIONAL BRONZE TABLET CO., INC.

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State Convention Time is here again

It is more important than ever before to attend these conventions. Learn how others are meeting modern problems and share your own experiences. Co-operation builds better business for all.

CONVENTIONS FOR JANUARY

MONUMENT BUILDERS of AMERICA
(Michigan Division)
Book-Cadillac Hotel
Detroit, Michigan, Jan. 5-6, 1948

MONUMENT BUILDERS
of PENNSYLVANIA
Penn-Harris Hotel
Harrisburg, Pa., Jan. 8 - 9, 1948

MONUMENT BUILDERS of MARYLAND,
DELAWARE and DISTRICT
of COLUMBIA
Hotel to be selected
Washington, D. C., Jan. 12, 1948

MONUMENT BUILDERS of NEW JERSEY
Hotel Norton
Atlantic City, Jan. 15 - 16, 1948

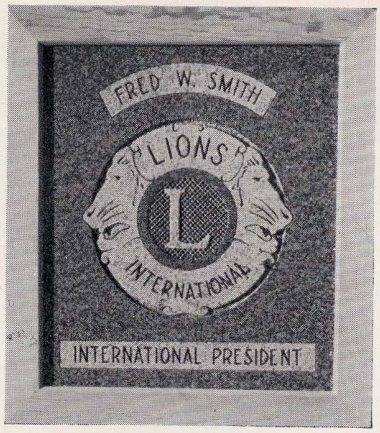
NEW ENGLAND MONUMENT DEALERS
ASSOCIATION
Hotel Kenmore
Boston, Mass., Jan. 26 - 27, 1948

MONUMENT BUILDERS of NEW YORK
Hotel Onondaga
Syracuse, N. Y., Jan. 29 - 30, 1948

NEW ENGLAND MONUMENT DEALERS ASSOCIATION TO MEET IN BOSTON

Extensive plans are under way for the Eleventh Annual New England Convention, which will be held January 26-27, 1948, at the Hotel Kenmore in Boston, Mass. Open house will be held Sunday night with a reception and an opportunity for advance registration. Everyone is urged to attend this initial gathering to greet old friends and make new ones.

The 1948 Convention Program Committee includes, Maurice Caron, Caron Granite Company, Pawtucket, R. I., chairman; Milton W. Slade, Arms Monumental Works, Inc., Bristol, Conn., vice-chairman; Charles Murphy, James P. Murphy Co., Inc., Lewiston, Maine, vice-chairman; and Bonita I. Metayer, Herbert C. Eales, Inc., Fall River, Mass., secretary-treasurer.



BARRE LIONS CLUB PRESENTS PLAQUE TO INTERNATIONAL PRESIDENT

At a recent meeting of the Barre Lions Club, Barre, Vermont, members had the opportunity to see the beautiful polished Barre granite plaque (illustrated above) which had been cut by Usle & Perojo Granite Co., of Barre. This plaque was presented later by President J. Wilson Ferguson, general manager of Smith, Whitcomb & Cook Co. of Barre, to International President Fred Smith at a regional meeting of Lions Clubs in Burlington, Vermont.

Some other members of the industry prominent in the Barre Lions Club include, Reginald S. French, general manager of the Barre Granite Association; Paul Mammolo of the Peerless Granite Company; Dan Haslam of the Rock of Ages Corporation; Archie Buttura, Buttura & Sons; Americo Perojo and Mac Colombo, Usle & Perojo Granite Co.; Ralph Tobin of Trow & Holden Company; "Mac." Dernavich of E. J. Batchelder, and others.

HEADSTONES WRECKED BY VANDALS

Vandals wrecked four headstones, one completed and ready for erection, at the plant of Wilfred J. Desilets, 556 Central Avenue, Newark, N. J., early in the fall. Mr. Desilets estimated the total damage at nearly $1,000.

In reporting to police, he said that about $600 damage was done to the completed headstone, as it would have to be redone because of deep chips in the granite's surface. The headstones weighed between 400 and 1,000 pounds.

TO OUR GOOD FRIENDS EVERYWHERE...

A Very Merry Christmas

and

A Joyous New Year

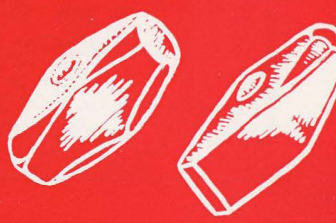
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that last forever
fired in
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with or without

MONEL INVISIBLE FASTENER
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OAK PARK . . . . . ILLINOIS

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PYRAMID NOZZLES

The All Ceramic Nozzle
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Have you tried the New

PFAST EMERY RING?

"Better" says every polisher who tries it

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10-61 Jackson Avenue
LONG ISLAND CITY 1, N. Y.

BOCCE CLUB DEDICATES WAR MEMORIAL AT WESTERLY, RHODE ISLAND

A granite memorial erected on the lawn at the Bocce Club, Westerly, R. I., was dedicated Armistice Day to the memory of Lido Mochetti, who was killed in action with the U.S. Army Air Force over Germany on May 12, 1944. A native of Barre, Vermont, Mr. Mochetti was employed in the plant of Constantine Brusa, Westerly, as a draftsman, when he entered the service.

The polished granite memorial, a United States flag flying above it, was dedicated in a ceremony at which the speakers were Constantine Brusa, his previous employer; Joseph A. Parilla, master of ceremonies; Commander C. Pennoyer; Frank S. Cappuccia and Father McKenna, all members of the Bocce Club. Mochetti was the only member of the club, and also of the Westerly Lodge of Elks, to pay the supreme sacrifice for his country in World War II.

Mrs. Bessie Mochetti and their three year old son, Lido John, attended the dedication and the little boy took part in the ceremony by raising the flag above the granite shaft. On the face of the memorial the legend states, "In memory of Lido Mochetti," and lists the date when he was shot down while making a raid over enemy territory in Germany. He was a technical sergeant serving as turret gunner in his bomber gun crew. The air corps insignia is also cut into the memorial.

Lido Mochetti would have been 39 years of age on the day when the Bocce Club dedicated its memorial to him.

The memorial was cut by the firm of Fraquelli & Brusa in Westerly.

"THE COMMON AIM"



WILLIAM L. VANCE, JR.
The Georgia Marble Co.
Tate, Georgia

The extent to which the Cemetery and Memorial Industries are intimately and practically dependent each upon the other was emphasized, and means by which these mutual interests may be conserved was discussed by William L. Vance, Jr., Vice-President, Georgia Marble Co., Tate, Ga., and also Vice-President, American Monument Association at the Sixty-First Annual Convention of the American Cemetery Association at Roanoke, Virginia, in September.

"It is fine to be here in Roanoke with you, and I am honored by the invitation of your President to have a part in this program. I was fortunate enough to have the opportunity of hearing the fine address of your able President, Mr. Bertel, in New York last month, to the joint Convention of the Monument Builders of America and the American Monument Association. Having been invited to talk to you here today, and considering the very close relationship of our two industries, as evidenced by Mr. Bertel's message from you, I felt that the title of my comments here might well be termed 'The Common Aim' for, as Mr. Bertel has stated, I represent the American Monument Association.

"Last year, it was the pleasure of our AMA President, Mr. Walker Jones, to appear on your program in New York where he discussed the future of 'The Memorial

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The largest and most varied collection of modern best sellers of standard types of cemetery memorials. Styles most in favor developed from records of our frequent distributions. This review design selector has become the standard source for selecting the best current types of practical cemetery memorial art.

Pictorial designs; Religious subjects, largest variety ever published; pictorial markers, military markers, children's markers; selected group of small mausoleums; 100 conventionalized floral ornaments, ready to use. Ask for your copy if you have not received it.

DESIGN INSTRUCTION:

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Ideal.' To emphasize my remarks which will follow, may I quote again this creed of our Industry, for, although you have all read it and heard it many times, the true meaning becomes more significant each time:

" 'A monument built of enduring granite or marble symbolic in design and reverent in purpose, resting in surroundings of peace and beauty—a tribute of respect and honor to the dead, a constant source of inspiration to the living.'

"The actual application of this ideal is truly 'The Common Aim' of the Traditional American Cemetery and those engaged in the monument business. Within the past year the program of the American Monument Association has taken definite shape, and I feel safe in stating that our membership is proud of the progress which has been made. Although much of it deals with internal problems peculiar to our own business, we believe that our major effort is properly directed to bettering the already fine relationship which we enjoy with the membership of the American Cemetery Association and the Traditional Cemeteries of America. At this point, on behalf of our membership, I should like to pay tribute to Mr. Thomas I. Rankin, who for many years, has been an honored associate of yours. In his advisory capacity with us, as Consultant on Inter-Allied and Public Relations, he has made a great contribution toward this end.

"When considering the existing trends which affect our own industry directly, there is no escape from the fact that the no-monument park has taken a great deal of business away from us. Without an attempt to enter into any discussion as to the basic ideologies involved, it is obviously true that public preference shall continue to govern the choice. It, therefore, follows that we must make every effort to reindoctrinate the public in the belief which we share as to the proper commemoration of the dead.

"The Memorial Ideal is fine, but more than words is needed, for to give this creed full meaning we must live up to its tenets. As a logical step, we have given consideration to the merchandising of our monuments, bearing in mind that man's finest emotion, Sentiment, motivates the desire to erect a monument. It may well be noted that we have fallen short of our worthy purpose in some ways but these conditions we are striving to remedy.

"We must admit that too many monuments are inadequate, when measured by sentimental value. As a contribution toward the building of monuments which are truly 'Symbolic in Design' we have, for many months, been engaged in the preparation of a comprehensive book on 'Memorial Symbolism, Epitaphs, and Design Types,' which will contain about 400 symbolic illustrations and many epitaphs covering very nearly every type of emotional expression, as well as a treatise on the various types of monumental architecture, all the result of almost endless research by competent authorities. This book will have a broad distribution within the Industry very soon. Application of the material contained in this book should result in the building of many more monuments having true symbolic meaning.

"The membership of our American Monument Association is composed of wholesale producers; therefore, it is very fortunate that we have had the wholehearted support of the retail dealers, as individuals, and also through their fine Association, the Monument Builders of America. Recently, we have undertaken a 'Survey of the Industry.' You may be interested in some of the data, although still incomplete, which has been received from these retail dealers. The percentage of those replying to the questionnaire has been more encouraging, and provides assurance of reasonable accuracy in the following conclusions, which have been reached in an effort to determine the strength and size of our industry.

"There are approximately 5,000 retail Monument Dealers in the United States.

"The total number of office and shop employes is about 18,000.

"There are in the neighborhood of 11,000 full-time and part-time salesmen.

"Therefore, it is estimated there are from 30,000 to



SPECIFY...
"FRENCH CREEK" the Extra Dark Monumental Granite.

RECEIVE...
Quality merchandise... unsurpassed contrast... dependable workmanship...exclusive designs prompt shipment...less competition . . . better profits.

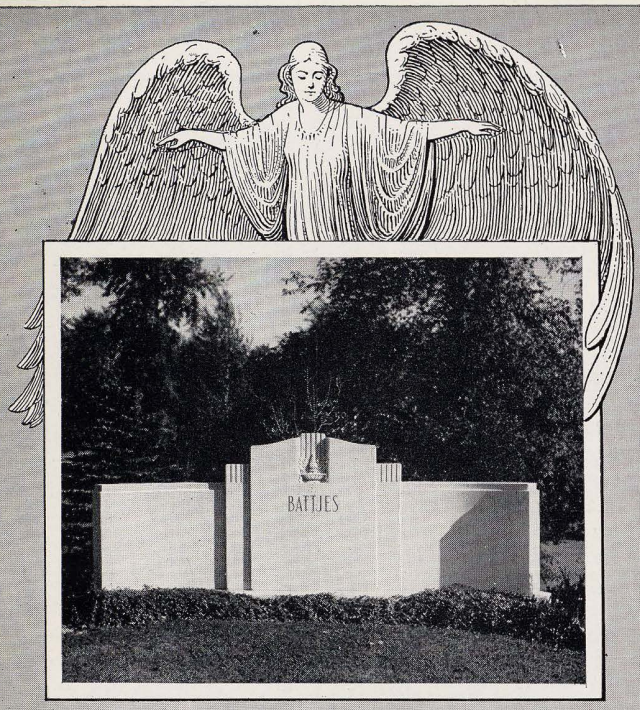
At your SERVICE since 1910 with our own quarry and complete finishing plant.

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Designed and produced for Patten Monument Co. and erected in Woodlawn Cemetery, Grand Rapids, Mich.

GUARDIAN MEMORIAL dealers merit the confidence of the public and all cemetery executives because they base their appeal on a superior service and a superior product.

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35,000 people, including proprietors, engaged in the retail business.

"Another survey of the whole interest will be made, but it appears safe to state there is a grand total of 50,000 engaged in the Monument Industry, and this represents a very large investment.

"Although individual replies from the dealers are kept confidential, the answers to two questions are of particular interest:

"Question—Are you considering any changes in showroom or display? Forty-six percent answered Yes; forty-three percent, No; eleven percent, No comment.

Question—Would you be interested to see architects' plans for office building, shop, and displays? Fifty-seven percent answered Yes; nine percent, No; thirty-four percent, No comment.

"These preliminary results have indicated such a keen interest and desire to engage in more modern merchandising that, as a consequence, and to further the cause, the American Monument Association has engaged a most competent architect to make an intensive study of dealer establishments. This will lead to the execution of typical plans and the preparation of a booklet which will make possible the construction of adequate new places, or the modernization of existing establishments.

"The general trend of all businesses toward more appealing places is evident through results obtained from the first Store Modernization Show, held in New York's Grand Central Palace during early July of this year. It is reported: "That, although the public was not admitted, 22,000 retailers attended this show and that they displayed much enthusiasm.

"That the American Bankers Association estimated about $3,333,000,000 will be spent on retail store modernization.

"That retail stores in the next decade will come much closer to the concept of 'Machines for Selling.'

"That modernization stems from the basic principle that in order to sell goods, one must: Stop people at the right places, and get them into the store.

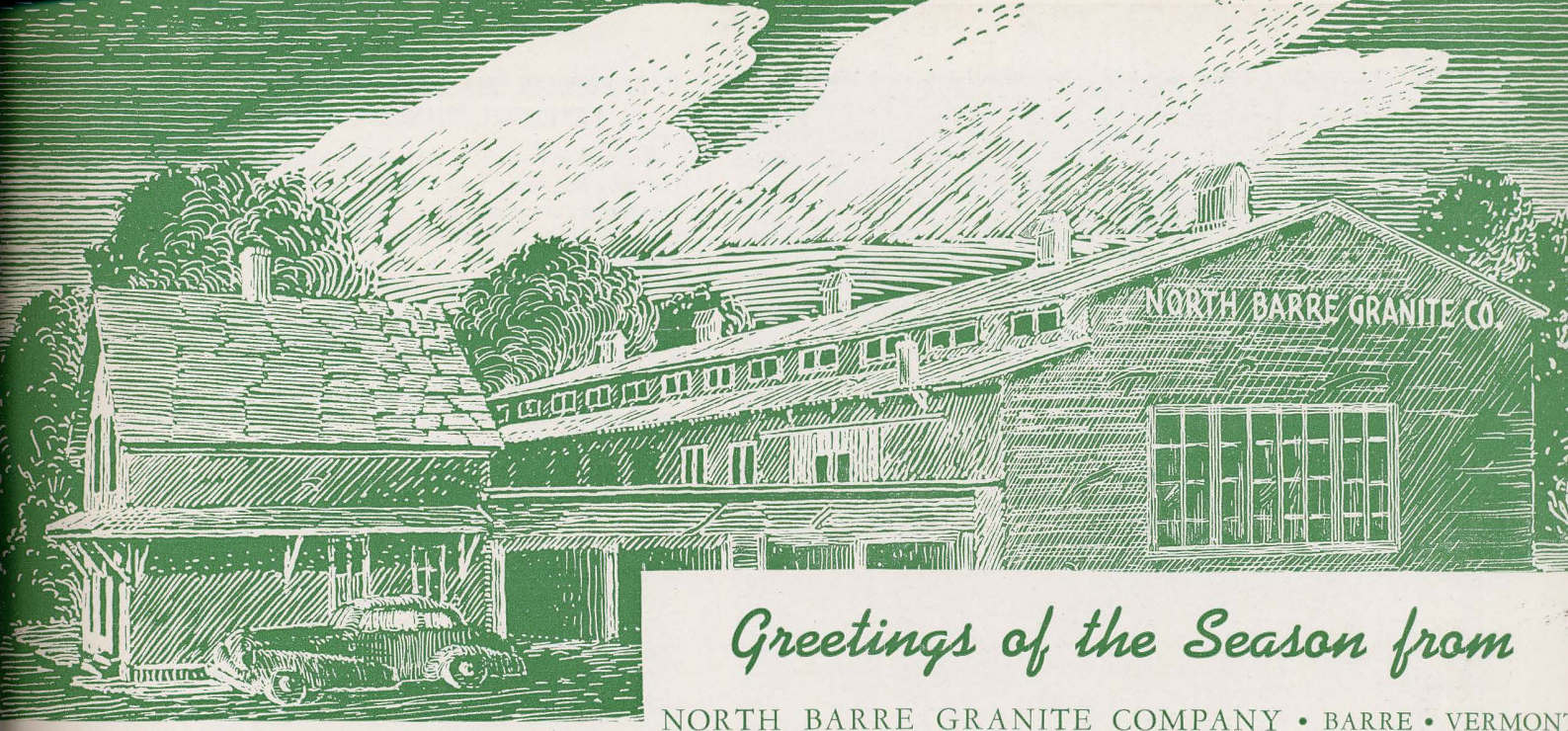
"Great stress was laid on store lighting and customer comfort.

"Dean Edwards, of the School of Business, New York University, in commenting upon this show and the general situation, stated: 'We must meet the challenge of the new competitive period if we are not to sink into a long depression.'

"Based upon the response from those within the Monument Industry, I believe that we shall meet the challenge adequately. In brief, we seek to place our own house in order.

"At the risk of imposing upon you for just a bit longer, I should like to mention again that our industry has lost a tremendous market for our products to the no-monument parks. In fact, this loss in future business has been set at $29,000 a day. In analyzing their success during the period of thirty years past, we have concluded that our loss, which in many cases is also your loss, is because of their aggressive sale of lots in advance of need, as contrasted with the usual policy of most Traditional Cemeteries of selling when the need arises. In an effort to offset this condition, believing the problem to be largely a mutual one, the American Monument Association has developed material which may be used in an advertising program of pre-need selling. Complete details and the material soon will be made available to those of you who may care to use it.

"When addressing us in New York, Mr. Bertel graciously acknowledged our assistance in your program directed to defeat of the legislation which provided for the establishment of a large number of National Cemeteries which are not needed. Such problems, of vital import to all of us, shall continue to be presented. Our common aim is a worthy one, and I believe that by making common cause, we shall continue to maintain our proper places in the Memorialization Industry. I thank you."



Greetings of the Season from

NORTH BARRE GRANITE COMPANY • BARRE • VERMONT

SYMBOLISM OF MOUNT RUSHMORE

Tourists to the west come back with glowing accounts of the beauty and magnificence of the Mount Rushmore figures. They have deep meaning for us when the symbolism is analyzed: Washington symbolizing the founding of the Union; Jefferson, the adoption of the Constitution and the Louisiana Purchase; Lincoln, the preservation of the Union; and Theodore Roosevelt, the expansion of the country and the building of the Panama Canal.

CHANGE IN NAME BUT NOT IN OWNERSHIP

The Keyes Monument Company announce a change in firm name from the Johnson Monument Company to the Keyes Monument Company.

There has been no change in ownership or location. The location was established more than fifty years ago, and for the past eighteen months, the new owners have offered personal and interested service.

The Keyes Monument Company is located at 384 W. Main Street, Waukesha, Wisconsin and for the telephone number dial 8328.

NEW MONUMENT WORKS IN DEXTER, MO.

The Stoddard Monument Company located on Highway 60 in Dexter, Mo., has recently been organized by Jack L. Miller and his son Jack B. Miller.

Mr. Miller, Sr., has had over 45 years experience in the making of monuments. His son, who has also been in the business several years returned a short time ago from Long Beach, Calif., to join his father in the business.

PIONEERING LUMBERJACKS MEMORIALIZED

At the end of the Thompson Trail in the Huron National Forest, about fifteen miles north of the East Tawas, Michigan, stands a monument of three pioneering lumberjacks. It is dedicated to the lumbermen who wrote an important part in Michigan's history. It was built by private interests and given to the United States Department of Agriculture.

DON'T OVERLOOK

Stewart PRODUCTS

Stewart Chain Link Wire Fence and Entrance Gates . . . Plain and Ornamental Iron Fence and Entrance Gates . . . Gateway Arches . . . Bronze Memorial Tablets . . . Grave Markers . . . Steel Settees, and other Stewart products are in constant demand. Write today for new catalogue and familiarize yourself with Stewart products for cemeteries and memorial parks.

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QUARRIERS ▲ SAWYERS
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DIXIE BLUE GRANITE
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MONUMENTS

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WE WILL BE GLAD to send you, free of charge, DESIGN BOOK No. 81, showing our latest collection of Italian Marble Statues. Also write for our latest STATUARY STOCK SHEET.

Please mention MONUMENTAL NEWS-REVIEW *in making your request.*

E. G. Ladewich Co.
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MANSFIELD, OHIO

F. D. BOWMAN, DIRECTOR PUBLIC RELATIONS ANNOUNCES PERSONNEL CHANGES AT CARBORUNDUM CO.

In order to make possible a closer and more effective contact between field sales activities and the sales management organization, The Carborundum Company of Niagara Falls, N. Y., announces the following appointments to its sales organization effective January 1.

W. T. McCargo has been named Assistant Director of Sales in charge of Operations in the Western Region, with headquarters in Chicago. Mr. McCargo had previously held the title of Regional Sales Manager. John S. Hawley, formerly manager of the Commercial Research Department at Niagara Falls, has been appointed Assistant Director of Sales in the Central Region with headquarters in Cleveland. John G. Fritzinger, formerly District Sales Manager of the Company's branch at Philadelphia has been appointed Assistant Director of Sales with jurisdiction over the Eastern Region and his headquarters will be in Philadelphia.

Succeeding Mr. Fritzinger as District Sales Manager at Philadelphia is R. R. Huntington. Previously Mr. Huntington was a member of the Company's sales staff at Cleveland, covering all important industrial accounts in that territory. The above named appointees will function under F. J. Tone, Jr., Vice President and General Sales Manager and C. E. Hawke, Director of Sales.

POST-WAR LITHICHROME BULLETIN

The C. E. Cleveland Lithichrome Company, Fort Scott, Kansas, has issued an interesting "Post-War Lithichrome Bulletin." It contains details concerning new developments of the Lithichrome process, notably the new spray process with liquid lithichrome, designated as Lithichrome Shadow. Instructions for use are clarified by means of a sketch demonstrating the operation.

MONUMENTS MARK FIRST U. S.—CUBAN FLIGHT

The twentieth year of its foreign service was observed by commercial aviation on October 28, 1947, when monuments commemorating the first scheduled daily flight between the United States and Cuba were unveiled in Key West and Havana.

It was reported that some 100 civic and political leaders were flown over the same route that 20 years ago launched America's venture into foreign air trade by Pan American World Airways.

A marble monument was unveiled at Meacham Field, Key West, by Jose Diaz Garrido, president of the Municipal Council of Havana, with historic Fort East Martello as a backdrop, thus marking the starting point of Pan American's first foreign takeoff.

President Truman signed a scroll commemorating the occasion and this was presented to PAA Vice President Wilbur L. Morrison by James M. Landis, chairman of the Civil Aeronautics Board in Washington.

Florida was represented by Governor Caldwell and all but two cabinet members, six of the seven State Supreme Court members, Sen. Spessard L. Holland., Reps. Dwight L. Rogers and J. Hardin Peterson and more than 20 state legislators.

The entire group was flown in two 54-passenger DC-4's over the original 90-mile air route to Havana, following the ceremonies at Meacham Field.

In Havana, Governor Caldwell unveiled a marble shaft at the Rancho Boyeros Airport. The Cuban Minister of Communications, Alberto Cruz, presented a scroll to Pan American Airways in what he termed "a tribute to the solidarity between the United States and my country which has been cemented by Pan American Airways' stream of planes flying from Havana to America."

The special clippers returned the group from Havana late in the afternoon.

A.M.A. EXECUTIVE COMMITTEE GUESTS OF THE BARRE GRANITE ASSOCIATION

The president of the American Monument Association, M. Walker Jones of Jones Bros. Company, Boston, Mass., and members of the executive committee were guests of the Barre Granite Association at the Hotel Barre, Barre, Vermont, November 12, 1947.

In addition to President Jones the other guests included, E. T. Howe, vice president, director and general sales manager of the Vermont Marble Company, Proctor, Vermont; Ezra White, president of the White Granite Company, Barre; Jay Masenich, secretary and public relations director of the A.M.A., Boston, Mass.; and Thomas I. Rankin, consultant on inter-allied and public relations for the A.M.A., as well as secretary and general manager, Elmlawn Cemetery, Kenmore, N. Y.

As reported at this meeting, the American Monument Association plan to aggressively tell their story to the public in 1948. The officials announced that the association would get behind the retail dealers in a development program of modernization of old plants and the building of new ones. A cemetery program will be developed and expanded and a field representative to work with the retail dealers and cemetery officials will be employed. All this will be directed toward counteracting the tremendous inroads being made into the domain of the traditional memorial industry by cremations, community mausoleums and memorial park cemeteries.

Several other guests were present at the meeting, including E. T. Gladding, Barre Cemeteries superintendent, and William H. Adams, counsel for the Vermont Marble Company.

Frank Friberg, president of the Barre Granite Association, presided over the special meeting.

Preceding the business meeting, there was a dinner in the hotel dining room. Paul Greenwood, Jr., sang several selections, accompanied at the piano by Paul Lane.

The following day, November 13th, the subcommittee of the full executive committee of the American Monument Association met at Hotel Barre to plan for activity in 1948. This includes the dissemination of architectural plans and drawings for the modernization and building of new places of business for retail dealers, the distribution of an industry directory, which serves as a directory and a credit reference, and the distribution of a newly published book, entitled, "Memorial Symbolism, Epitaphs and Design Types," which will be furnished free in the amount of one copy to every retail dealer. Free copies will also be sent to over 900 cemetery representatives.

The A.M.A. officials disclosed that the traditional memorial industry has maintained a good business level in the years 1946 and 1947, and that for 1948 were going along with the heavy goods industries in anticipation of an increase of business for that year.

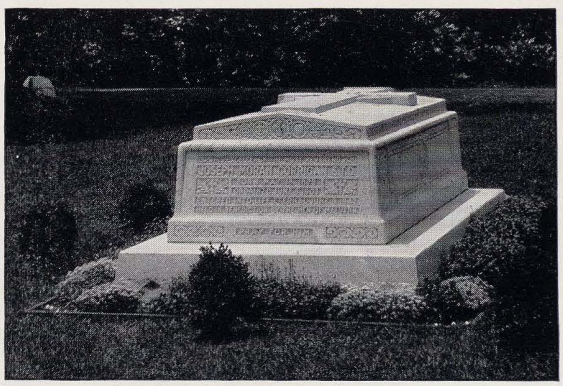
With the release of credit controls, the officials are reported to have said, heavy goods industries and other industries will accelerate their selling program by means of installment selling, rather than lowering prices, and as a consequence, the traditional memorial industry will face the grave problem of meeting consumer resistance because of the fear of the consumer of over-expansion.

Preliminary plans were also made for the annual meeting of the American Monument Association which will be held in January at the Hotel Stevens in Chicago.

MONUMENT ERECTED BY PRINCETON CLASS OF 1901

Marking its 50th anniversary in the school this year, the Princeton Class of 1901 erected a granite monument with bronze tablet affixed to the memory of Karl Langlotz, German instructor at the university, who composed the famous school song, "Old Nassau." The melody was written in 1859.

THE HARRIS GRANITES
from Salisbury, North Carolina
BALFOUR PINK
CAROLINA PINK
CAROLINA MODIFIED PINK
THE HARRIS GRANITE QUARRIES CO., INC.
Quarries, Shops and Executive Offices
SALISBURY, NO. CAROLINA



Leading retailers throughout the country acclaim the beauty and high quality of Harris Granites. That this confidence is well placed is evidenced in the skilfully carved Joseph Moran Corrigan tomb with its religious symbolism. It was cut from Balfour Pink Granite in our plant for Edward A. Carroll Company, Bala-Cynwyd, Pennsylvania.

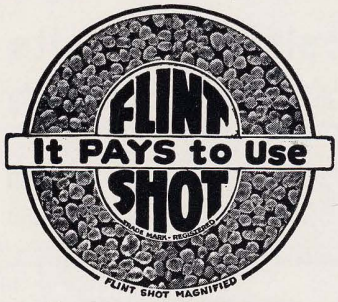
Eastern Representative
WHITEHEAD & KLOCK
101 Park Ave., New York City

Western Representative
J. K. BATCHELDER
Dixon, Illinois

Specify Harris Granites for Memorials of Distinction

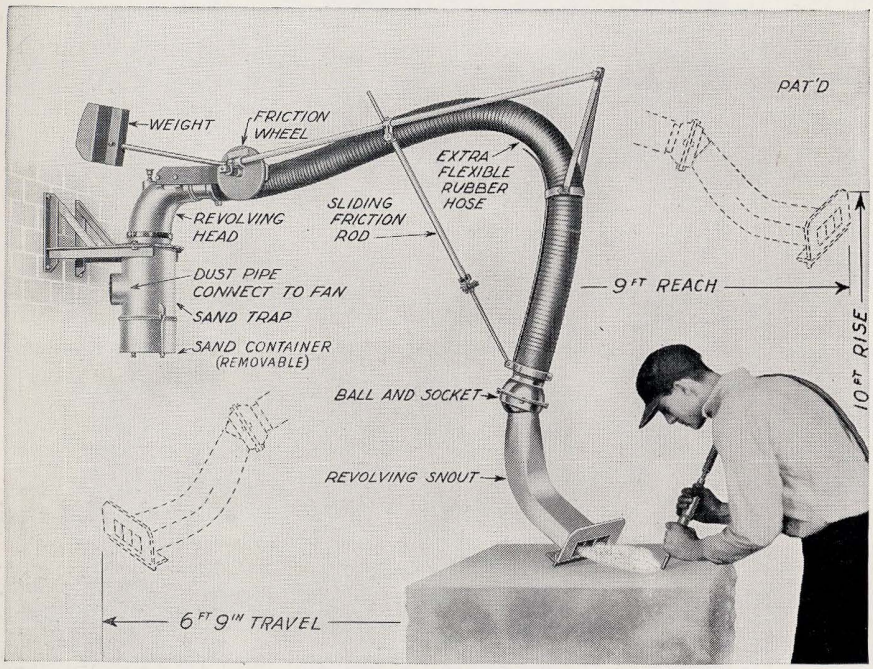
BRONZE . . . FOR MAUSOLEUMS . . . . AND MEMORIALS
DETROIT MAUSOLEUM EQUIPMENT WORKS
DETROIT — P. O. BOX 2 — MICHIGAN

Read the story
"The Man at the Throttle was Casey Jones"
on Page 38



USE
FLINT
SHOT
for
MONUMENTAL SANDBLASTING
UP-TO-DATE • *SEND FOR OUR BOOKLET*
MINED AND SHIPPED ONLY BY
THE OTTAWA SILICA CO.
OTTAWA, ILLINOIS

RUEMELIN *Banker Dust Collectors*



SEVERAL thousand Ruemelin Banker Dust Collector installations are convincing proof of the satisfactory service they render. Users everywhere approve its high efficiency in eliminating dust from granite cutting operations. High velocity inlet snout quickly removes dust at the source, assuring a safe breathing atmosphere for the operator. Inlet hood instantly adjusted to all working positions. Durably constructed. Simple to install. Approved by insurance companies and industrial commissions. Write for Catalog 19-C.

We also build Surfacer Dust Collectors and Cloth Type Dust Filters. Send us a sketch of your shop so that we can prepare an estimate for you.

RUEMELIN MFG. CO.

3844 No. Palmer Street • Milwaukee 12, Wisconsin

Distributed in Canada by: RITCHEY SUPPLY CO., Toronto, Ont.

What is Lithichrome SHADOW?

A one process liquid material applied with a spray in a few moments time for making all monumental inscriptions a thing of beauty with a natural shadow contrast. Another milestone in the practise of stone contrasting. Another milestone in making granite and marble the ideal monumental material.

C. E. CLEVELAND LITHICHROME CO.

FORT SCOTT, KANSAS

Eastern Sales Office De Wayne Nelson 10 Suydam Street New Brunswick, New Jersey



Porcelain Portraits

Burnt in 1600° F. Warranted EVERLASTING

Size A 2¾ x 3¼ $7.50

Size C 3¾ x 5 . . . . . $9.50

Smaller, Larger and Special Sizes to Order

Deliveries Within 6 Days

MEMORIAL PORTRAIT CO.

141 EAST 45th STREET NEW YORK 17

VETS SET UP MONUMENT CLEANING BUSINESS

A couple of veterans in Minneapolis, Minn., Joe Quinn and Bob Finnerty, have set themselves up in the monument cleaning business. After starting from scratch, they soon had enough to buy a truck and spray equipment for acid and steam.

142ND ANNIVERSARY

This December 23rd, Sharon, Vermont, will celebrate the 142nd anniversary of the birth of the Mormon prophet, Joseph Smith.

In 1905, on the centennial, a granite monument standing 50 feet in height was erected. It is told that a minor miracle occurred in that a frost enabled the builder, Junius F. Wells, and his workers to lay track for the trailer which was to accommodate the shaft up four miles of narrow roadway.

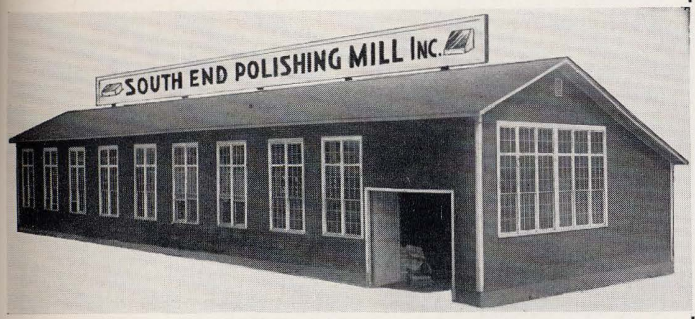
FABIAN MONFILS ELECTED TO LEGION POST

Fabian Monfils of the Kenosha Monument Company, Kenosha, Wisconsin, has a string of titles, past and present, which indicate his vast enthusiasm and ability. Past president of the Monument Builders of America as well as the Wisconsin State Association, he has now taken on a new responsibility, having been elected Commander of Kenosha Post No. 21 American Legion.

This climaxes an active career in Legion affairs, having just completed two years as service officer for the post, prior to which he headed the Graves Registration Committee.

A present membership of 1060 places the Kenosha Post as one of the largest in Wisconsin, but already Mr. Monfils has set a 1500 membership goal.

Mrs. Monfils has been chosen general secretary of the ladies' auxiliary, which is the largest in Wisconsin.



Member

B. G. A. BARRE GUILD A. M. A.

Cooperation . . . Personalization

We stress cooperation . . . the cooperation we have received throughout the industry has made it possible for us to maintain our personalized service.

We function as a relatively small organization. We intend to retain this policy. Our very size makes it that much easier for us to give careful, individual attention to your needs.

While our production schedule is now full, when the market shifts remember:—

"Markers Our Specialty Since 1933"

SOUTH END POLISHING MILL, INC.

1933 BARRE, VERMONT 1947

BONAZZI & BONAZZI BUILDING NEW PLANT

Bonazzi & Bonazzi, Montpelier, Vermont, manufacturing firm whose plant burned earlier this year, have cleared away the wreckage, sold what granite and scrap remained from the conflagration, and have begun work on a foundation for a new plant, which they hope to complete sometime in the spring of 1948.

H. B. HUMPHREY AGENCY REPRESENTED ON ADVERTISING JURY

The Barre Granite Association, Barre, Vermont, have for a number of years placed their advertising account with J. L. Watkins of the H. B. Humphrey Company, Boston, Mass.

This year an honor has come to Mr. Watkins in being chosen to sit as one of a jury of 12 in judgment of the nation's top advertising. The jury will meet in New York on December 18 to select winners of the annual advertising awards for a campaign distinguished by the excellence of its copy.

Some years ago the campaign put on by the Barre Granite Association won this award of recognition.

DISSOLUTION OF GRINDING WHEEL ASSOCIATION ORDERED

The Grinding Wheel Manufacturers' Association, whose membership includes producers of approximately 95 per cent of all abrasives made in the United States, was ordered dissolved in federal district court November 19th, as reported from Boston, Mass.

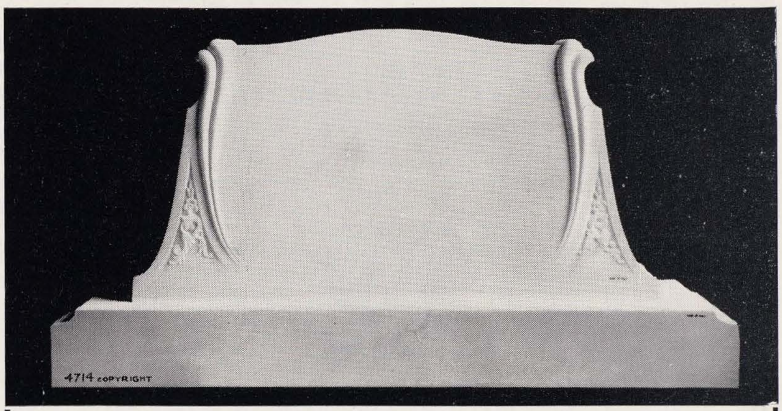
The judgment also prohibits any agreement among manufacturers fixing prices, discounts or other terms of sale, or establishing classifications of customers.

The association and five manufacturers were named in the anti-trust proceedings.

The defendent companies consenting to the judgment are the Carborundum Company, Niagara Falls, N. Y., Bay State Abrasives and Products Company, Inc., of Westboro, Simonds Abrasive of Philadelphia, Macklin Company of Jackson, Mich., and Norton Company of Worcester, Mass.

ANNOUNCING THE ARRIVAL OF JOHN ANDREW SEIZ

The stork flew into the office of the Monumental News-Review, the other day, with the happy announcement of the birth of a son, John Andrew, to Marion and Andrew Seiz, Glendale, L. I., on November 20, 1947. The young man tipped the scales at seven pounds and one ounce. His father is a member of the firm of Andrew Seiz & Sons, Inc., Middle Village, Long Island, N. Y., established in 1890.



SCULPTURED MEMORIALS

IN BEAUTIFUL WHITE ITALIAN MARBLE

Write for our new and interesting Design Book No. 11

Statuary in Stock to Ship at Once

W. C. TOWNSEND & CO., INC.

ZANESVILLE . . . . . OHIO

BARRE, VT. — *BRANCHES* — **CARRARA, ITALY**

Distributors of Century Granite

A Slice Shared is a Life Spared Save FOOD

Save Time—Use Nash's
MERCHANT & SEAMAN'S
EXPEDITIOUS MEASURER
Indexed tables showing at a glance the cubic contents of any stone, according to its length, breadth and depth. Used by stone cutters all over the world. Reinforced index tabs.
PRICE $4 PER COPY, POSTPAID
THE BAKER & TAYLOR CO.
55 Fifth Avenue, New York City 3

You Get Better Polishes with PEERLESS
WHITE ROUGE
Goes twice as far . . . works faster! More economical! Clean, sanitary, non-injurious and non-poisonous. Comes in dust-proof and moisture-proof 50 lb., 100 lb., and 200 lb. drums.
Write for samples and prices!
TAMMS SILICA CO.
228 N. La Salle St., Chicago 1, Ill.

ADRIAN'S *Cyclone Blast*

An unusually clean sandblast abrasive in 100# bags at 9¢ per lb. freight paid to any point East of Denver (West of Denver add 1¢ per lb.). In ton lots deduct ¾¢ per lb. from the above. Shipment made within one week after receipt of order.

★ ★ ★ ★

If you use Silicon Carbide we will be glad to quote for any size and quantity you desire.

ADRIAN OF QUINCY
address has never changed
48 Penn Street, Quincy 69, Mass.

Greetings from the makers of

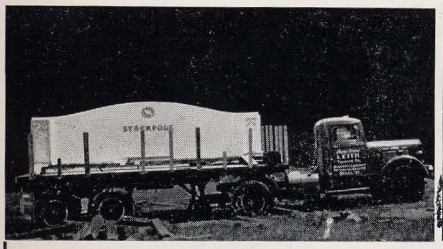
"GARAND-TEED" BARRE MARKERS

In this holiday season we send our best wishes and most sincere regards to all of our customers of today and tomorrow. May joy be yours on Christmas and happiness go with you throughout the coming year.

S. L. GARAND & COMPANY
Montpelier Vermont

"Own a Share in America"—Buy U. S. Savings Bonds

Join Your State and National Associations



MONUMENT and MAUSOLEUM SETTING and HAULING

Typical Leith Setting—St. Mary's, Pa.

WE TRUCK finished work from Barre to any town in VT., N. H., N. Y., MASS., and Northern N. J.

WE SET AND ERECT Monuments and Mausoleums anywhere in the United States. (20 years experience with Monuments and Mausoleums.)

ESTIMATES CHEERFULLY GIVEN—INSURANCE CARRIED. EQUIPMENT AND TRUCK FURNISHED. REFERENCES UPON REQUEST.

LEITH TRUCKING COMPANY
Phone 806-W • BARRE, VT.

TOO MUCH IN TOO LITTLE

Continued from page 42]

succeeding grave without creating an eyesore.

I think our business is one in which the old adage, "The customer is always right," does not apply. There is no accounting for the vagaries of the human mind, and in a cemetery you never know what someone is going to think up next. We have seen almost everything, including the woman who came to the cemetery with a truck load of cedar posts and a roll of chicken wire, and announced that she was going to put a fence around her lot. SHE MUST HAVE THOUGHT THIS WAS A GOOD IDEA, but we had to show her why it was a mistake and why we could not permit it. We showed her and she took the posts home.

There is only one way to keep such things out of the cemetery and that is by regulations. In making the rules and regulations for the government of our cemetery, we strive to allow ample room for individual expression of individual taste, but at the same time to give some outside boundaries beyond which good taste would not go. You have all visited cemeteries where almost every grave has its own individual monument, not a marker, I mean a full size monument on every grave, and you know that while much money was expended, the beauty of the lot was destroyed by TOO MUCH. I have seen lots 20 x 20 feet on which there are at least eight obelisks ranging in height from six to twenty feet. Now the man who sold this stuff, did all right for himself, but he certainly contributed to the birth of the non-monument cemetery that in the present day is taking away some of the business that you should have. Aside from the fact that too much stone and too much shrubbery mars the beauty of the cemetery lot, it also increases the cost of upkeep to an alarming extent, and "UPKEEP" is one word that puts grey hairs in the heads of most cemetery executives. So, for these two reasons, to beautify, and to keep costs down, cemeteries must have regulations to limit the size and number of memorials on lots as well as the planting of shrubbery.

I was quite amused sometime ago by a remark made to one of our representatives by a person who had been "sold" on the idea of the non-monument cemetery. He said, "I like the non-monument cemetery best because you people have too many restrictions." And you know, he was partly right, the non-monument cemetery does not have as many regulations as we have. In fact, they have only one, and that says, "You can't do a damn thing." This also proves my statement that there is no accounting for the vagaries of the human mind. This fellow was kicking particularly because we limit the individual marker to six inches in height, and he completely overlooked or disregarded the fact that the non-monument cemetery does not allow a marker at all, or anything else.

Now you, as memorial salesmen, should not be irked by cemetery regulations that sometimes will not permit you to erect just the type of memorial that your customer wants. It is always easier to follow the course of least resistance and take the order just as the customer has planned it. But you should remember that it was the selling of just what the customer wanted that filled our cemeteries full of rock piles and that finally re-acted in the establishment of the non-monument cemetery of today, and THEY DON'T DO YOUR BUSINESS ANY GOOD. Cemeteries must not be allowed to become stone yards, and you and the cemetery authorities can work together and accomplish much good for the future of the memorial business and for the future of the American Cemetery.

There is one rule that I think every memorial salesman should follow: You should never quote a job without first going with the prospective customer to the cemetery to see the lot on which the memorial is to be placed, so that you may help the customer decide HOW MUCH and what type of monument will be best suited for his particular lot.

You should know in advance the regulations governing the cemetery in which the work is to be placed. Then if your customer thinks he wants a two ton individual marker for a single grave, just put the blame on the cemetery and tell him it will not be permitted. But also tell him why it will not be permitted, and why he should not buy it if it were permitted. Show your customer how he can spend much less money, and at the same time add to the beauty of his lot instead of destroying its beauty. Show him why markers should be small, so that they may be duplicated on each succeeding grave without throwing his lot out of balance.

We believe that no lot, however large, is big enough for more than one monument. The lot is the family shrine, and unless it is very small, there should be a family memorial on it, and the beauty of the shrine should be centered in and on that family monument. The family monument should be sized according to the size of the lot, and its type should be dictated by landscaping, topography and by individual taste. Individual markers should be confined to their real purpose, that of identifying the individual grave, and a small marker will do this just as well as a six foot slab. The more inconspicuous the marker is, the more attention is centered on the family memorial, which should be as beautiful and artistic and as commemorative as possible.

We must remember that you and I are in the same business, that of building beautiful Family Shrines, and we must remember that while we are concerned with this every day in the course of our work, our customers, as individuals are called upon only once in a lifetime to consider this very important matter. These people need our help in making a selection of a memorial and a decision as to the size of lot they should purchase. We can and should guide them in selecting memorials in keeping with the size of their lots and surroundings. We should caution them against mixing materials on the lot. That is, they should decide on marble or granite, but not both. You would think that this fact would be apparent to everyone, but it is surprising how many people will buy a marble marker for the first grave and then switch to granite for the next or vice versa. As I said before, there is no accounting for the vagaries of the human mind. In our business we have found that people with plenty of intelligence will get the darndest ideas about what to put on their family lots; and it is our job and yours to sell them on the things that will make for the beautification of their Family Shrine, and not to overdo anything, either monuments or shrubbery.

By remembering the dangers of TOO MUCH in the cemetery, I believe we can UNDO much of the harm that has been done to monument cemeteries in the past. Most all of the criticism has been leveled at the TOO MUCH that has been the error of the old cemeteries. I am confident that the people of the South will never be converted to the non-monument cemetery so long as the monument salesman and cemetery authorities work together to guide them in buying memorials of beauty that are balanced and sized to the particular lot for which they are intended. The Marble Orchard of the past is definitely out, and we must justify our business by creating cemeteries and memorials of more enduring beauty. Let TOO MUCH be your watch word. There is nothing so beautiful as a well tended lot with a properly sized and properly designed memorial and a few well placed evergreen-shrubs. That is a Family Shrine, a true MEMORIAL, and not just a place to bury a cadaver. Co-operation between the memorial salesman and cemetery executive is absolutely necessary if we are going to halt the trend towards this nothingness that is the modern memorial-less parks.

TOMB OF FRENCH UNKNOWN SOLDIER VISITED BY BOY SCOUTS

As one feature of the Boy Scout Jamboree held in France this past summer, thirty-one Scouts from the New York area deposited an urn at the tomb of the French Unknown Soldier. In the urn was earth from the Statue of Liberty in New York Harbor.

Quincy Granite:

Noted for its durability and dependability throughout the years; especially adapted for all the processes:

EXTRA DARK — DARK — MEDIUM.

If you have calls for these granites, we can furnish them: MOROCCAN RED — BALMORAL and BEERS RED — GRAYCO PINK — SWEDISH and FINNISH BLACK — BLUE WESTERLY — CHESTER — EMERALD and BLUE PEARL.

Rough stocks and finished work furnished.

GRAY ROCK GRANITE WORKS, Inc.
Quincy 69 **Massachusetts**



Patented

OWENS LONG LIFE SAND-BLAST NOZZLE

It will give as much service as 200 cast iron nozzles Price $9.00 Postpaid in U. S. A. Large Size: 1-8, 3-16. Small Nozzles for Shape Carving $9 each. Sizes 1-8, 3-32, 1-16, 3-64. Order one today or write for circular.

W. B. OWENS, 1516 Pico Blvd. **Santa Monica, Calif.**

SGA

SVENSKA GRANITINDUSTRI A/B

KARLSHAMN, SWEDEN

offer the everlasting:

SWEDISH BLACK
EMERALD PEARL
BLUE PEARL
RED GRANITE
in SLABS and finished MONUMENTS

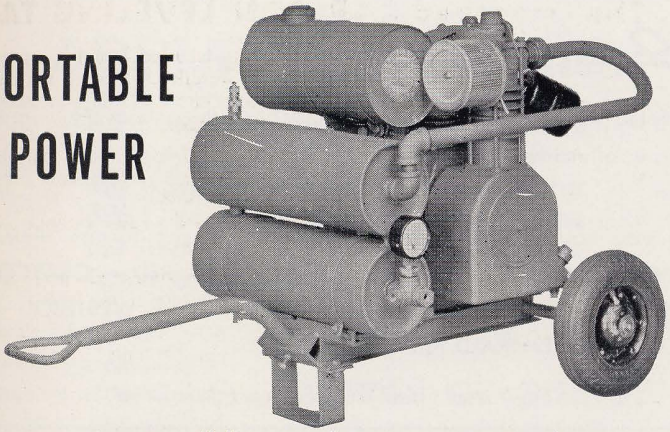
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for
MONUMENTS . . . TOMBSTONES . . . MAUSOLEUMS

★ Finest imported porcelain and colors used
★ Perfect likeness, fine details, tones and brilliancy guaranteed
★ Porcelain fired at 2000° F. for permanency
★ Ever-lasting—Will not fade, change color or chip off
★ A trial order respectfully solicited

Prices . . . . on request

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1605 West 64th Street Chicago 36, Illinois

PORTABLE POWER



for Sandblast and Pneumatic Tools
P. K. Lindsay Co., 97 Tileston St., Everett 49, Mass.

IMPORTERS OF EXCLUSIVE GRANITES
AND STATUARIO MARBLE

BALMORAL RED • BEERS RED
BLUE PEARL • EMERALD PEARL
BLACK SWEDE

Exclusive Sellers of
SWEDISH ROSE RED GRANITE

Globe Marble & Granite Corp.
422 EAST 165th ST., NEW YORK CITY

MESSERLY CLEANEST CLEANER

Since 1915

2 Lbs. Prepaid.....$ 2.50
10 Lbs. Collect..... 8.00
25 Lbs. Collect..... 18.00
100 Lbs. Collect..... 70.00

MRS. E. J. MESSERLY
324 Crescent Park, Warren, Penna.

Obituary Record . . .



DANIEL F. McGOVERN

Daniel Frederick McGovern died at his home in Montpelier, Vermont, November 7, 1947. He is the last of the early pioneers engaged in the production and modernization of the granite industry.

Mr. McGovern's career in the granite industry began at the tender age of sixteen years, in 1891, when he became affiliated with a granite firm by the name of George Cassie, being employed in this shed as a lumper. A few years later in partnership with his brother William he operated a custom polishing mill. Following this experience he formed a partnership with Merton Cheney, his brothers William, Frank and Robert who engaged in manufacturing monuments. This company was known as the Pioneer Granite Company and occupied the same plant where the South Barre Granite Company now is located. Upon the dissolution of this company he formed a partnership with Raymond Ordway. After several years as a polisher Mr. McGovern invented a complete set of polishing wheels for experimental purposes. These wheels were discovered to be so far superior to any of the wheels on the market that he was prevailed upon to abandon his work as a polisher and to enter into the field of designing and producing polishing wheels and equipment for the granite industry.

In 1919 Mr. McGovern became affiliated with the Lane Manufacturing Company by an arrangement whereby they produced the line and Mr. McGovern carried on the designing and selling to all granite concerns, including quarries not only in the Barre district but also in other granite centers throughout the world. It was the creative mind of Mr. McGovern that altered the methods of finishing granite which made it easier, cheaper and faster to

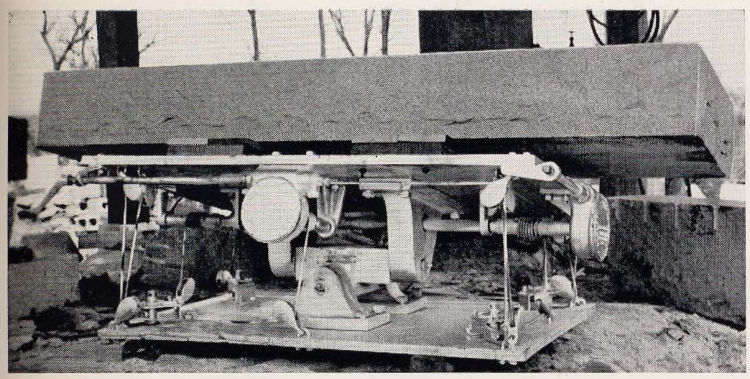
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CONTINENTAL MEMORIAL CORPORATION

ELLIS J. GOMEZ
President

Clearfield and Rosehill Streets
PHILADELPHIA 34, PENNSYLVANIA

MANUEL J. GOMEZ
Sec'y-Asst. Treas.



The Improved CARLSON LEVELING TABLE

Here is a piece of equipment that cuts down labor costs and is a great time-saver. This newly improved Leveling Table is sturdily constructed and has a universal joint that permits the Table to be tilted to either side or either end remaining permanently steady in any position until changed.

By using the crank in turning the self-locking worm gears, the four washes of a base can be finished without removing the stone as the Table is easily and quickly adjustable to any angle. Users of our Tables report 50% savings on base costs. Just for an example, a man earning $12.00 per day cutting bases without our Table could do 50% more base cutting by using our equipment.

Many manufacturers also cut oval and serpentine top dies by placing them on this Table. Some of the larger Barre plants have three or four of our Tables.

The Carlson Leveling Table is of all steel construction with 1¼" plates and is five feet long, three feet wide and stands 1 foot ten inches high.

Write for Particulars to:—

CARLSON MANUFACTURING COMPANY
40 Lancaster Avenue Reading, Pa.

We are also in full production on the Carlson Non-Slip Clamps and Setting Bars. Immediate delivery guaranteed. Order them from your Supply House or direct from us.

Obituary Record . . . Continued

produce. He accomplished this when he introduced the high speed polishing method which is used throughout the entire granite industry today. To his credit there are more than a hundred original patents and to this can be added improvements numbering into the thousands. Among the most notable achievements of Mr. McGovern's inventions were the automatic polisher and the successful completion of the rotary saw.

In disposition Mr. McGovern was jovial, had a keen sense of humor as well as a fact finding mind and he enjoyed social gatherings whether it was a church, club or family group. In his early days he was a natural and gifted actor and could have made a name for himself in that profession had circumstances permitted.

He lived a long and useful life, enriched by many friendships and respected by all. Such a man may pass beyond earthly suffering but he lives on in the hearts of those who knew and loved him.

Mr. McGovern's acquaintances and friends are legion in all parts of the United States.

Much interested in politics, Mr. McGovern held the office of justice of the peace in Montpelier and served ably on the board of civil authority. At the time of his death, Mr. McGovern was a member of the Montpelier council, Knights of Columbus. He had held various offices including that of grand knight three different times and also held offices on the state council.

Surviving are his widow, Katherine Preston McGovern, whom he married April 2, 1898; three children, Mrs. Charles P. Riddel, Miss Ruth McGovern and Howard McGovern of Montpelier. Also surviving are two grandchildren, Preston Riddel and Richard McGovern; one brother, Robert L. McGovern of the McGovern Granite Co., Hartford, Conn., two sisters, Mrs. D. J. Hayes and Miss Elizabeth McGovern of Barre, and a nephew, Rutherford Hayes of Tuckahoe, N. Y., the popular representative of Buttura & Sons, Barre, Vt.

H. W. WARFEL

Harry W. Warfel is dead at the age of 64. For more than thirty years he was superintendent of city cemeteries in Cleveland, Ohio. He became superintendent of Woodland Cemetery in 1912. Then for a period of fifteen years he was superintendent successively of Woodland, Highland Park and Alger cemeteries. While in charge of Highland Park, Mr. Warfel supervised the first cremation there. Prior to his retirement in 1943, he was superintendent of Harvard Grove Cemetery, serving there sixteen years.

FLASCHNER'S BURNT-IN PORCELAIN PICTURES WARRANTED—EVERLASTING WEATHER-PROOF

SEND FOR CATALOG



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ESTABLISHED 1903 1296 Third Ave., New York 21, N.Y.

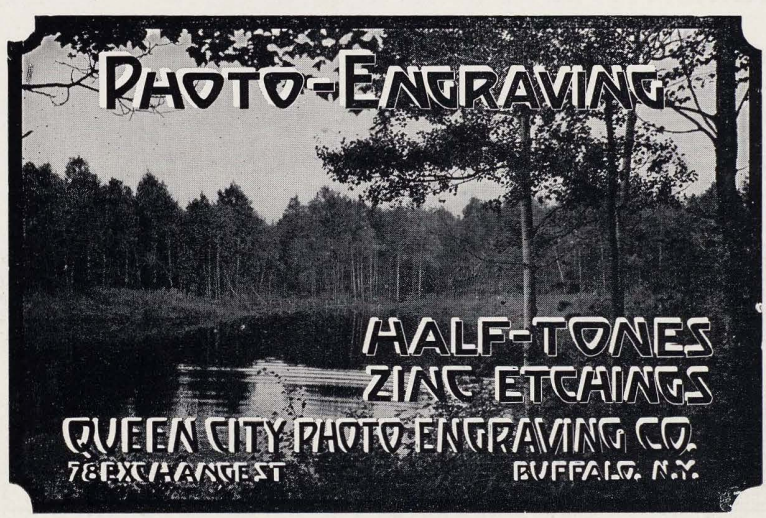
HASTINGS COLUMN TURNING CO.
FURNACE AVENUE, W. QUINCY 69, MASS.

SPECIALIZING IN ROUND WORK

OUR AIM PERFECTION

ESTIMATES CHEERFULLY GIVEN

URNS
VASES
BALLS
ROLLS
COLUMNS
SUN-DIALS
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THE SURE, EASY WAY TO GOOD PROFITS AND QUICK TURNOVER

SELL

BRONZE by NEWMAN

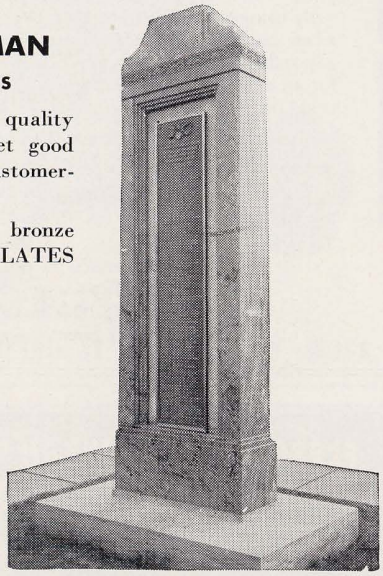
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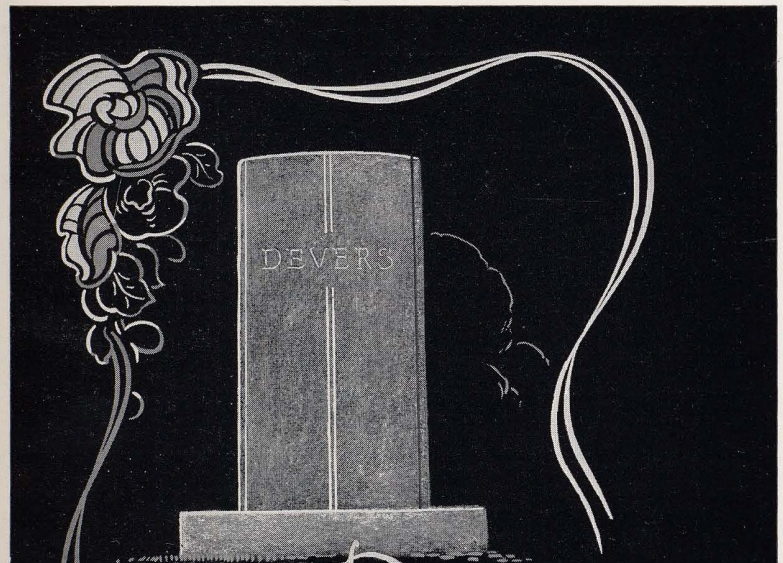


Photograph shows a NEWMAN HONOR ROLL OF CAST BRONZE on stone, designed and erected at Germantown by L. A. Staples, monument dealer, Hudson, N. Y.

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Obituary Record . . .



CHARLES PAMPERL

Charles Pamperl, 75, the kindly retired director of the Barre Evening Drawing School, died December 6, 1947, in the Barre City Hospital, Barre, Vermont. Mr. Pamperl went to Barre to direct this school and did so with great success for thirty-three years.

An Austrian, he moved to America when he was twelve years of age, and grew to be very proud of his American citizenship. He was, however, a world citizen at heart, and his one regret in recent months was that he gained few adherents to a plan he originated for purposes of fostering peace and brotherhood throughout the inhabited globe.

The name of the organization he founded with that hope was "Friends of Peaceful Progress." He considered it the foundation of a society to insure world peace. Its declared hatred of war was outlined in documentary form long before President Roosevelt's war hatred pronouncement.

Mr. Pamperl was born October 8, 1872, son of Carl and Maria Pamperl, his mother still surviving in the city of Graz, Austria, together with one sister, Maryline Hopfl. He also leaves a brother, Ernst, of Lingstten, Styria, Austria, and several nephews. Both his mother and father became American citizens, having moved to this country when Charles was a boy.

At one time, Mr. Pamperl returned to Europe to study art. He attended the Art Industrial School in Zurich, Switzerland, and the Royal Academy of Munich, in Bavaria. In recent years, he stressed, that although Bavaria was later incorporated as part of Germany, "the Bavarian people do not want to be considered Germans."

It is said that Mr. Pamperl, who spoke more than half a dozen languages, "brought to the Barre Evening Drawing School the refined sensibilities, the old-world culture and the personal dignity which compelled the respect and the admiration of his pupils. His professional ability, his inherent kindness, his intense interest in the individual progress of his students has earned for him the gratitude of the community, and the devotion of his pupils, now scattered over the nation." An appreciation of his work in the service of the Barre Evening Drawing School, written by Ernest Stevens Leland, appeared in the February 1946, issue of the *Monumental News-Review*.

At the time of his death, Mr. Pamperl, though retired from active duties in the school, was still doing a limited amount of work for the Barre Granite Association.

MONUMENT TO FRANKLIN D. ROOSEVELT, IN SUGAR NOTCH

From Wilkes-Barre, Pa., comes the report that suburban Sugar Notch plans to erect a 16-ton, $6,500 granite monument in memory of the late president, Franklin Delano Roosevelt. It is planned that proceeds from an FDR memorial day program sponsored by local churches will finance the project.

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INFORMATION PLEASE

ATTENTION ALL DEALERS. Please help us locate Howard Stewart, stone cutter. He is short, heavy, bald and tattooed on the arms. Has Social Security No. 537-05-6251. If you know his whereabouts please contact us at once, for the benefit of you, him and us. Thank you. **Fort Collins Monument Works, Fort Collins, Colo.**

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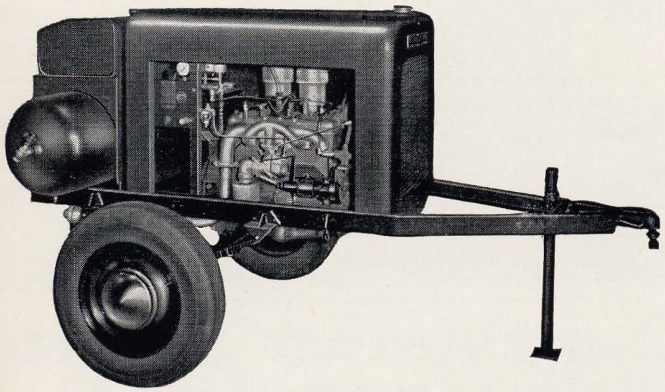
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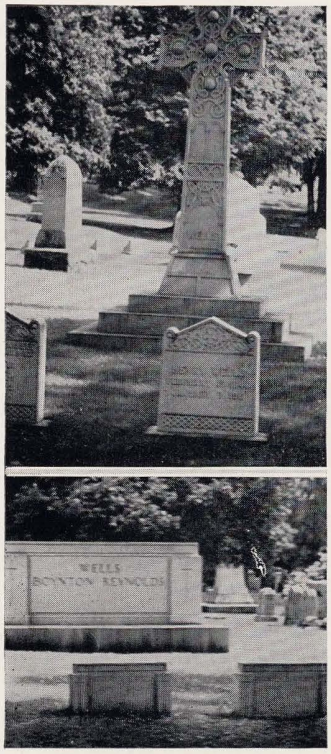
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. . . Not So Editorial



HEADSTONE MARKERS VERSUS GRASS MARKERS

These photographs of two attractive Family Monuments with harmonizing headstone markers, taken in beautiful Lakeview Cemetery, Burlington, Vermont, illustrate the artistic recognition of the individual interments attained by headstone markers as opposed to the regimented grass marker, (which prominent Fred A. Davis of F. P. Davis Monumental Works, Inc., of Roslindale, Mass., aptly terms the "Communistic Marker."

While recognizing the cost factor and maintenance problem faced by cemeteries, we wonder if the cemetery isn't losing sales of large plots by excluding such marker commemoration. "Like begets like," in the cemetery whether it be large plots or large monuments and the cemetery is equally victimized by the"lower unit sale" . . . and from our observation nothing improves the value of cemetery land more than beautiful monuments.

"THEY DIED SO WE COULD SWIM"

One of the cleverest, if most dangerous, techniques effectively employed by one of our dealer friends on a local war memorial project worked to perfection. The committee was divided but the "living memorial" advocates did the most talking and tentatively by 11 to 8 vote the Natatorium (swimming pool to you) was decided upon.

Then came the ways and means and a financial plan was agreed upon. Next came the matter of inscription. Our monumental friend who up to this moment had hesitated to say much for fear of obvious self interest entered the discussion with—"As most of you know commemoration is my profession and my livelihood and I sincerely believe that utility in a memorial of this nature completely defeats the purpose for which we have met these many times, but I believe in the principle of majority vote, so may I suggest that if the Natatorium is definitely decided upon, the inscription should be—"THEY DIED THAT WE MIGHT SWIM".

A seemingly long silence was broken by one of the majority voters with, "Damn it, I voted for the swimming pool, but I've changed my mind." "Me, too!" came from three others. The result was another vote which, incidentally was 13 to 6 in favor of the traditional war monument.

It may be interesting to monument men to learn that, at the present time, at least three of the most ambitious war memorial projects, featuring traditional monuments, we know of are presently being promoted by no-monument cemeteries abetted by architects (RA and LA) and advertising agencies. Of course, there's the hook in future lot sales, but it should prove to the faint-hearted that the Monument Idea isn't completely dead.

E. H. Whitaker



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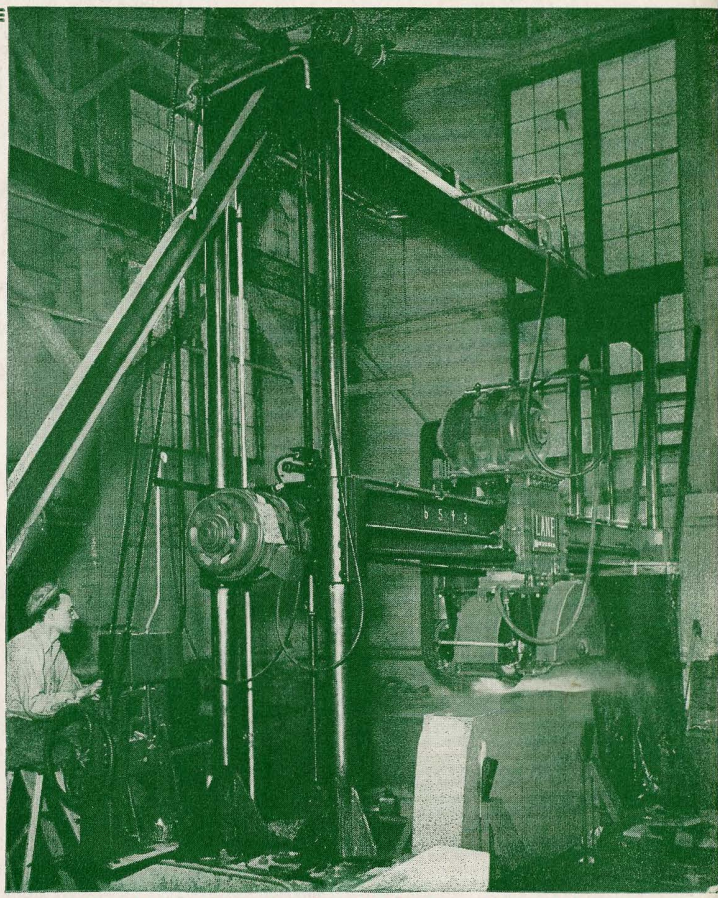
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